

SUPPLEMENTARY
BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
B.B.A. Sem-VI MM :SUMMER- 2022
SUBJECT : INTEGRATED MARKETING COMMUNICATION

Day : Friday

Time : 10:00 AM-01:00 PM

Date : 26-08-2022

S-18863-2022

Max. Marks : 60

N.B :

- 1) Attempt **ANY THREE** questions from **Section – I** and **ANY TWO** from **Section - II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both sections should be written in **SAME** answer books.

SECTION - I

- Q.1** Describe Integrated Marketing Communication Process and explain the components of IMC. (12)
- Q.2** What do you mean by Ad Agency? Explain Structure, Role and Services of Ad Agency. (12)
- Q.3** Discuss the concept of Integrated Marketing Communication Promotion. How does Trade promotion works while implementing Integrated Marketing Communication tools? (12)
- Q.4** Elaborate need and significance of Integrated Marketing Communication Evaluation and Control. (12)
- Q.5** Write short notes on **ANY THREE** of the following: (12)
- a) Advertising budget
 - b) Appeals in advertising
 - c) Public relations
 - d) Methods of measuring Advertising Effectiveness

SECTION - II

- Q.6** Suggest an effective Sales Promotion Program for each of the following: (12)
- i) Herbal Cosmetics
 - ii) Educational Institute
- Q.7** What might be the Public Relations Strategies adopted by marketers of each of the following: (12)
- i) Consumer Co-operative Store
 - ii) Retail Mall
- Q.8** Design a Copy Illustration for a print media for Consumer Durable product of your choice. State your assumptions clearly. (12)

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