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

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 14-12-2022

W-18863-2022

Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** questions from Section – I.
 - 3) Attempt **ANY TWO** questions from Section – II.
 - 4) Figures to the **RIGHT** indicate **FULL** marks.
 - 5) Answers to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Describe Integrated Marketing Communication. Explain the IMC plan and its components. (12)
- Q.2** What are the steps of Media Planning Process? Explain with suitable examples. (12)
- Q.3** What are the different methods of Ad effectiveness Study? Elaborate their merits, limitations and applicability. (12)
- Q.4** Elaborate Product Placement on television. Support your answer with suitable advertisements shown on television. (12)
- Q.5** Write short notes on **ANY THREE** of the following : (12)
- a) Branding in films
 - b) Objections on advertising
 - c) Advertising budget
 - d) IMC Evaluation

SECTION – II

- Q.6** ‘Copy writing is a skill, process and an art’- Justify this statement and develop Ad-Copy for newspaper publicity of each of the following : (12)
- a) Baby products
 - b) Hair Oil.
- Q.7** Design a Sales Promotion Program for a newly developed Smart Phone highlighting its differentiation and competitive advantages over other cell phones available in the market. (12)
- Q.8** What might be the Public Relations Strategies adopted by marketers of each of the following : (12)
- a) Amazon
 - b) Myntra.
