

**H**

**Roll No. ....**

**BCH-505(M2)**

**B. COM. (H) (FIFTH SEMESTER)**

**END SEMESTER**

**EXAMINATION, Jan., 2023**

**IMC**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among  
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are  
**twenty.**

(iv) Each sub-question carries 10 marks.

1. (a) Interpret the Integration of an IMC Plan.  
Why Consumer Behavior, Brand  
Management and Promotions Opportunity  
Analysis are the foundation to the process ?  
Use industry examples to explain this.

(CO1)

**P. T. O.**

(2) BCH-505(M2)

- (b) Illustrate the concept of Integrated Marketing Communication Mix. (CO1)
  - (c) Classify the reasons for growth and importance of integrated marketing communications. How does it differ from traditional advertising and promotion ? (CO1)
2. (a) Interpret how specific advertising appeal is utilized in specific product category repeatedly. (CO2)
- (b) Explain the merits and demerits of using an in-house advertising agency. What are the functions performed by advertising agency ? (CO2)
- (c) Illustrate the reasons why an organization prefer to hire an advertising agency than developing in house facilities. (CO2)
3. (a) Do you think that personal selling is important for business, customer and society give explanation ? (CO3)

(3)

- (b) Support the relationship between personal selling, salesmanship and sales management. (CO3)
  - (c) State Personal selling. Discuss its nature and objectives. (CO3)
4. (a) Execute the term Public Relations and describe the advantages and process of maintaining Public Relations in marketing. (CO4)
- (b) Examine the methods used by marketers to execute their public relation programmes. (CO4)
- (c) Relate the role played by Public Relations (PR) along with types of PR. (CO4)
5. (a) Illustrate different economic aspects of promotion. (CO5)
- (b) Explain the scope of evaluation monitoring and control in IMC. (CO5)
- (c) Interpret the evaluation process in marketing control and monitoring. (CO5)