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Roll No.

BCH-505(M2)

**B. COM. (H) (FIFTH SEMESTER)
MID SEMESTER EXAMINATION, 2022**

**INTEGRATED MARKETING
COMMUNICATION**

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) Illustrate why companies are shifting to Integrated marketing communications. Classify the five key issues and trends that affect marketing communication practices. Examine a company that demonstrates integrated marketing communications. Be very specific in your answer.

10 Marks (CO1)

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OR

- (b) Analyze how an organization plans and manages the various marketing communications mix components of an integrated marketing communications program. List *seven* marketing communication mix and illustrate how a company best utilize the mix.

10 Marks (CO1)

2. (a) Demonstrate the social and economic aspects of advertising. 10 Marks (CO2)

OR

- (b) Examine the objectives of sales promotion and budget allocation. 10 Marks (CO2)

3. (a) Describe advertising campaign and campaign planning. Factor influencing planning the advertising campaign.

10 Marks (CO2)

OR

- (b) Asia Cup UAE-2022 provided big opportunities to various companies for promoting their brands. Enlist various sponsors of this event and elaborate different promotional techniques used by them during the event. 10 Marks (CO1)

(3)

4. (a) Define IMC. Discuss the process of integrated marketing communications in detail. 10 Marks (CO1)

OR

- (b) Interpret the reasons for growth and importance of integrated marketing communications. How does it differ from traditional advertising and promotion ?

10 Marks (CO1)

5. (a) List different types of sales promotion. Describe the various tools and techniques used in sales promotion. 10 Marks (CO2)

OR

- (b) State importance of internet as a medium of advertising. What are its costs and limitations ? 10 Marks (CO2)