



**Enrollment No.....**

**Faculty of Management Studies**  
**End Sem Examination Dec-2023**  
**MS3EM06 Integrated Marketing Communication**  
**Programme: BBA                      Branch/Specialisation: Management**

**Duration: 3 Hrs.****Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Communication process has which of the following parties involved? **1**  
 (a) Sender (b) Receiver (c) Encoder (d) All of these
- ii. \_\_\_\_\_ is the process of unifying a brand's messaging to make it consistent across all media that the brand uses to reach its target audience. **1**  
 (a) Integrated marketing communication  
 (b) 4Ps of marketing  
 (c) Marketing  
 (d) All of these
- iii. \_\_\_\_\_ is the public visibility or awareness for any product, service, person or organization. **1**  
 (a) Publicity (b) Public relations  
 (c) Advertising (d) None of these
- iv. The DAGMAR approach was propounded by- **1**  
 (a) Dagmar (b) Dillard  
 (c) Russel Colley (d) None of these
- v. Direct marketing is characterized by \_\_\_\_\_. **1**  
 (a) Ongoing relationships and affinity with customers  
 (b) Measurement of results and accountability for costs  
 (c) Multichannel fulfilment and distribution  
 (d) All of these
- vi. Which one of the following is not a media-related term? **1**  
 (a) Reach (b) Frequency (c) Depth (d) Footprint
- vii. \_\_\_\_\_ is how many times each person will be exposed to the campaign on average. **1**  
 (a) Frequency (b) Reach (c) Continuity (d) Penetration

- [2]
- viii. \_\_\_\_\_ is the percentage of a target audience that will be reached or who will see the message at least once. **1**  
 (a) Frequency (b) Reach (c) Continuity (d) Penetration
- ix. Which of the following is not characteristic of radio media? **1**  
 (a) Available to a broad audience  
 (b) Requires strong visuals to be effective  
 (c) Suitable for local information  
 (d) Strong ability for interaction with call-in shows
- x. Aims of media planning- **1**  
 (a) Efficiency (b) Effectiveness  
 (c) Fulfilling long term goals (d) All of these
- Q.2 i. Define integrated marketing communication. **2**  
 ii. Discuss the role of IMC in marketing process. **3**  
 iii. Describe various elements of IMC mix with examples. **5**
- OR iv. Discuss IMC planning process. **5**
- Q.3 i. What do you mean by advertising appropriation? **2**  
 ii. What are various ways in which classifications of advertising can be done? Explain any two types in detail. **8**
- OR iii. Explain DAGMAR model in detail. **8**
- Q.4 i. What is event management? Give example. **3**  
 ii. What is publicity? Discuss its relationship with advertising. **7**
- OR iii. Discuss various direct response methods with example. **7**
- Q.5 i. Write a short note on AIDA model considerations for creative idea visualisation. **4**  
 ii. Discuss various communication appeals with example. **6**
- OR iii. Discuss creative tactics for print Ad components. **6**
- Q.6 Attempt any two: **5**  
 i. What is media planning? What are its objectives? **5**  
 ii. Discuss steps of media planning process. **5**  
 iii. Discuss various remuneration methods of advertising agencies. **5**

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