

Enrollment No.....



Faculty of Management Studies
End Sem Examination Dec 2024
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.

	Marks	BL	PO	CO	PSO
Q.1 i. IMC involves the integration of which of the following elements?	1	1	2	1	
(a) Price and distribution (b) Public relations, advertising, personal selling, and promotions (c) Product development and pricing (d) External and internal communication channels					
ii. Which of the following is NOT a component of the IMC mix?	1	1	2	1	
(a) Direct marketing (b) Personal selling (c) Advertising (d) Product placement					
iii. What type of advertising aims to build a positive image or reputation of an organization?	1	1	2	2	
(a) Informative advertising (b) Institutional advertising (c) Persuasive advertising (d) Direct response advertising					
iv. In advertising, what is the term "appropriation" referring to?	1	1	2	2	
(a) The process of appropriating advertising ideas (b) The budget allocated for advertising campaigns (c) The design of the advertising copy (d) The legal use of copyrighted material					

Marking Scheme

MS3EM06 (T) Integrated Marketing Communication (T)

Q.1			
i)	b) Public relations, advertising, personal selling, and promotions	1	
ii)	d) Product Placement	1	
iii)	b) Institutional advertising	1	
iv)	b) The budget allocated for advertising campaigns	1	
v)	b) Marketing products through online platforms and digital channels	1	
vi)	b) Publicity is typically earned media and not directly controlled by the company	1	
vii)	d) Interest	1	
viii)	a) Imagining how the message will look to customers	1	
ix)	b) Deciding where, when, and how often to run ads	1	
x)	c) Broadcast Media	1	
Q.2			
i.	Any 4 roles of Integrated Marketing Communications	4	
-4			
ii.	Discuss the IMC planning process – 3marks	6	
	IMC strategy for each step -3marks		
OR	iii. Importance of IMC partners and industry organizations in the- 3 effective implementation of an IMC strategy.	6	
	- 3		
Q.3			
i.	Definition of PR. -1 mark	2	
	Names of the types - 1 mark		
ii.	different types of advertising -4 marks	8	
	And their roles in an IMC strategy. -4 marks		
OR	iii. What is the DAGMAR approach in advertising? Explain its key concepts in detail.	8	
Q.4			
DAGMAR full form and definition		- 2 marks	
Key concept		- 4 marks	
Example		- 2 marks	
Event management definition.		-2 marks	4
Examples		-2 marks.	
ii. Concept of direct marketing methods		- 2 marks	6
direct response methods		-2 marks	
How these methods are used to drive immediate sales in an IMC strategy.		– 2 marks	
iii. What is E-commerce?		-2 marks	6
Key concept and benefits		- 4 marks	
Q.5	i.	What is the creative concept in IMC-	-2 marks
		Important	- 2 marks
	ii.	Definition- AIDA model	– 2 marks
		Explanation of AIDA model in creative concept visualization	– 4 marks
OR	iii.	Types of communication appeals with examples	- 3x2 marks
			6
Q.6			
Attempt any two:			
i.	Any 5 types of advertising agencies with their roles in IMC.		5
		– 5 marks	
ii.	Introduction of client-agency relationship.	-4 marks	5
	Diagram	- 1 mark	
iii.	Any 5 types of media along with its 4 characteristics.	-5 marks	5
