

MBA (FT) Degree IV Semester End Semester Examination- June, 2022
20-371-0411: Integrated Marketing Communication
(Regular)

Time: 3 Hours

Max. Marks: 50

PART A

(Answer ALL questions. Each question carries 2 marks)

1. Explain DAGMAR approach in IMC.
2. What is celebrity endorsement?
3. Explain in house agencies in advertisement.
4. What is sponsorship?
5. Why is online PR important today?

(5X2=10)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

6. Differentiate advertisement media planning and scheduling with examples.
7. Elucidate importance of online marketing communication process with suitable examples.
8. What is buying decision process? Explain the process of buying decision making in detail.
9. Describe the role of legal and ethical concepts in advertisement with suitable business examples.
10. Define advertising agency. Explain the significance of agency selection in today's time with examples?
11. Define agency compensation. Explain the methods of agency compensation with examples?
12. Explain four main factors influence the online advertisement with examples.

(5X4=20)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

13. Explain sales promotion. Provide an overview of various types of sales promotion strategies in businesses with an appropriate examples.
14. Elucidate integrated marketing communication. Explain strategies for combining advertisement and other promotional tools for integrated marketing communication.
15. Define print media advertisement. Explain elements of print advertisement in detail, with examples

(2x10=20)