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Question Paper Code : 30016

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2022.

Elective

BA 4010 – INTEGRATED MARKETING COMMUNICATION

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Advertising.
2. List the tools of integrated marketing communication.
3. What is communication in marketing?
4. Write a note on innovation adoption model.
5. Define budgeting in marketing communication.
6. What are the prime objectives of marketing communication?
7. Write the examples of sales promotion in marketing.
8. What is media planning?
9. What is e-commerce?
10. State the term e-public relations.

PART B — (5 × 13 = 65 marks)

11. (a) Integrated Marketing Communication serves benefits to business – discuss.

Or

- (b) Describe the tools of integrated marketing communication.

12. (a) Discuss the need for AIDA in advertising.

Or

(b) Explain the Marketing Communication Process.

13. (a) Explain the steps involved in preparing the marketing communication budget.

Or

(b) Describe the factors affecting the marketing budget.

14. (a) Elucidate the pros and cons of advertising.

Or

(b) Explain the characteristics of sales promotion.

15. (a) Explicate the issues in e-commerce of small business in India.

Or

(b) Describe the impact of social media in marketing.

PART C — (1 × 15 = 15 marks)

16. (a) Explain the types of advertising agencies and their role in marketing the products.

Or

(b) Explain the need for media planning and steps involved in media planning for marketing.