



BBE-19MBA404

Seat No. _____

M. B. A. (Sem. IV) (CBCS) Examination

July - 2021

19MBA404 : Integrated Marketing Communication

Time : $2\frac{1}{2}$ Hours]

[Total Marks : **70**

- Instructions :** (1) All questions carry equal marks.
(2) Attempt any five Questions.

- 1 Compare the merits and demerits of Television, Radio and Newspaper as an advertising medium.
- 2 Discuss Social and Ethical aspects of advertising.
- 3 Explain how integrated marketing communication can be used for Brand building process?
- 4 Discuss various methods of allocating advertising budget.
- 5 What is Media Planning and Scheduling? What factors should be considered in Media Planning?
- 6 What is Green advertising? What kind of appeals can be used in Green advertising?

- 7 What is online advertising? Explain different types of online advertising.
 - 8 Discuss the role of persuasion in Marketing Communications.
 - 9 Write about the importance of creativity in advertising.
 - 10 Explain various pretesting methods used for measuring advertising effectiveness.
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