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V Semester B.B.A. Degree Examination, April - 2022

BUSINESS ADMINISTRATION

Integrated Marketing Communication

(CBCS Scheme Regular 2019-20)

Paper : 5.6

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any FIVE questions. Each question carries TWO marks. (5×2=10)

1. a) What is Sales promotion?
- b) Give the meaning of Public Relation.
- c) What is AIDA model?
- d) Define E-commerce.
- e) What is Mobile Advertising?
- f) Define Marketing Communication Mix.
- g) What do you understand by Digital Marketing.

SECTION - B

Answer any THREE questions. each question carries FIVE marks. (3×5=15)

2. Explain the benefits of Integrated Marketing Communication.
3. Explain the types of Advertising.
4. Explain the components of Integrated Marketing Communication.
5. Explain the types of Interactive Marketing.

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SECTION - C

Answer any **THREE** questions. Each question carries 15 marks.

(3 × 15 = 45)

6. Explain the Benefits of Marketing Attribution.
 7. Discuss the Barriers to Integrated Marketing Communication.
 8. Explain the Methods of Sales promotion.
 9. Explain various types of Social Media & its advantages.
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