



35528

Reg. No.

V Semester B.B.A. Degree Examination, March/April - 2023

BUSINESS ADMINISTRATION

Integrated Marketing Communication

(CBCS Scheme 2019-20 Regular and Freshers/Repeaters)

Paper : M.K 5.6

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers to be written in English only.

SECTION - A

Answer any FIVE questions. Each question carries 2 marks.

(5×2=10)

1. a) What is sales promotion?
- b) What is ELM model?
- c) Mention any four tools used for marketing communication.
- d) State any two forms of interactive marketing.
- e) Define the term Advertising.
- f) What is Technology?
- g) Give the meaning of convergence of Digital Media.

SECTION - B

Answer any THREE questions. Each question carries 5 Marks.

 $(3 \times 5 = 15)$

2. Briefly explain the benefits of Event sponsorship.
3. Explain in brief the communication process.
4. In brief explain the steps involved in publicity planning.
5. Briefly write any five types of advertising strategies.

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35528

SECTION - C

Answer any THREE questions. Each question carries 15 Marks.

(3×15=45)

6. Explain in brief about Attribution Hierarchy.
7. Briefly explain the factors which influence media planning.
8. Explain in brief the SOSTAC planning Model.
9. Discuss the various types of Mobile Advertising.

