

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Third Semester

Master of Business Administration

BA4010-Integrated Marketing Communication

Regulations - 2021

Duration : 3 Hrs

Maximum: 100 Marks

PART - A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define integrated marketing communication.	RE	1	2
2.	Recall the meaning of event sponsorship with an illustration.	RE	1	2
3.	Explain Elaboration Likelihood Model in a statement.	UN	2	2
4.	Illustrate the concept of Foote, Cone and Belding Model in a diagram.	UN	2	2
5.	Identify two merits of a marcom objective.	AP	3	2
6.	Infer the meaning of DAGMAR approach.	UN	3	2
7.	Analyse the role of media planning.	AN	4	2
8.	Discover two tools used to measure the effectiveness of integrated marketing communication.	AN	4	2
9.	Why do you think social media is being so influential today?	RE	5	2
10.	Relate the need for e-Public Relations advertising laws.	RE	5	2

PART - B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Recall the types of tools in integrated marketing communication. Give examples.	RE	1	13
	Or			
	b "Role of advertising agencies in providing marketing services is inevitable". Explain the statement with relevant examples.	RE	1	13
12.	a i Demonstrate the concept of AIDA model with suitable diagram.	UN	2	5
	ii Explain the standard learning hierarchy model with a diagrammatic representation.	UN	2	7
	Or			
	b i Infer the concept of innovation adoption model with a proper instance.	UN	2	7
	ii Summarise your understanding of attribution hierarchy theory. Quote an example to explain.	UN	2	5
13.	a Organise your views about "sales as marcom objective". Explain with relevant illustrations.	AP	3	13
	Or			
	b Apply your understanding to explain the factors influencing budgeting. Present your views on the method to determine marcom budget.	AP	3	13

14.	a i	Examine the planning and development of creative marcom.	AN	4	6
	ii	Dissect the types of appeals and execution styles.	AN	4	7
Or					
	b i	Inspect the steps involved in media planning.	AN	4	7
	ii	Present six creative strategies in advertising and sales promotion.	AN	4	6
15.	a i	Draw your inferences on digital media.	AN	5	4
	ii	Analyse the convergence of digital media.	AN	5	4
	iii	Dissect the growing relevance of e-commerce.	AN	5	5
Or					
	b i	Inspect the advantages and disadvantages of the growth of advertising on digital media.	AN	5	7
	ii	List the changes happening in the market due to mobile advertising.	AN	5	6

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	What is social media advertising? Organise the pros and cons of social media influencing.	AP	5	15
	Or				
	b	Identify major advertising laws in India and related ethical concerns.	AP	5	15