BBA 3\(^{rd}\) Semester Examination

June 2014

Subject – Integrated Marketing Communication

Subject Code - MSL 201

Time Allowed: 03 hours.                              Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. Write a short note on
   (a) Brief out purpose of IMC.
   (b) What is 360 Degree approach in IMC.
   (c) What is media mix?
   (d) What is advertising appeal?          [5x4=20]

SECTION – A

2. What are the different types of advertising?       [20]

3. Discuss in brief the various elements of IMC.       [20]

4. What major approaches should be taken while determining advertising budget.       [20]

SECTION – B

5. Circulation and readership plays a vital role in deciding the campaign. Discuss.       [20]

6 What is the different message decision? Explain       [20]

7 Discuss in detail the disadvantages of Global marketing.       [20]