

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Integrated Marketing Communications

Course Code - BBA606M\_BBA606M(BL/OLD)

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Answer all the questions. Each question carry one mark.

9. 1. \_\_\_\_ is the process of conveying a message to others that requires six central elements—a source, a message, a channel of communication, a receiver, and the processes of encoding and decoding.

*Mark only one oval.*

- Exchange
- Dialogue
- Communication
- Encoding

10. 2. IMC is about

*Mark only one oval.*

- co-ordinated promotional tools
- harmonised messages
- a strategically coherent blend of internal and external messages
- support for the marketing strategy

11. 3. Which of these is a possible disadvantage of IMC?

*Mark only one oval.*

- Communications synergy
- Centralisation
- Co-ordinated brand development
- Customer focus

12. 4. Internal and external communications should be

*Mark only one oval.*

- Separate
- Unrelated
- Discrete
- Blended

13. 5. Which of the following is NOT a driver for IMC?

*Mark only one oval.*

- Communication base drivers
- Organisational drivers
- Market based drivers
- Societal based drivers

14. 6. A major reason for the development of IMC has been

*Mark only one oval.*

- the move towards relationship marketing
- a more collaborative approach to strategy
- increasingly little difference between products
- the Internet

15. 7. IMC has emerged as a reaction to the

*Mark only one oval.*

- demands of clients
- structural inadequacies of the industry
- demands of shareholders
- demands of agencies

16. 8. MCPF stands for

*Mark only one oval.*

- marketing channel for product fulfilment
- message coherence and planning formularies
- media committee for promotional formats
- marketing communications planning framework

17. 9. Communication strategy should always be communication impact.

*Mark only one oval.*

- audience oriented
- customer oriented
- product oriented
- media oriented

18. 10. When planning marketing communications, events are scheduled

*Mark only one oval.*

- sequentially
- in parallel
- randomly
- in rough order

19. 11. In reality marketing communications planning activities occur:

*Mark only one oval.*

- in rough order
- randomly
- in parallel
- sequentially

20. 12. Communication is the sharing of meaning and requires six elements. Those elements are a source, a(n) \_\_\_\_\_, a channel of communication, a receiver, and the processes of encoding and decoding.

*Mark only one oval.*

- Sender
- Message
- Trademark
- Slogan

21. 13. In terms of the communication process, the source is of the following promotion forms?

*Mark only one oval.*

- any information which is paid for
- consumers who read, hear, or see the message
- similar understanding and knowledge
- a company or person who has information to convey

22. 14. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?

*Mark only one oval.*

- Advertising
- personal selling
- public relations
- sales promotion

23. 15. Which of the following promotional tools is often the most effective tool at certain stages in the buying process, particularly in building up buyers' preferences, convictions, and actions?

*Mark only one oval.*

- Advertising
- personal selling
- public relations
- sales promotion

24. 16. Which of the following promotional tools is thought to be the most expensive to use?

*Mark only one oval.*

- Advertising
- personal selling
- public relations
- sales promotion

25. 17. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?

*Mark only one oval.*

- Advertising
- personal selling
- public relations
- sales promotion

26. 18. No matter which form of direct marketing might be used by a promotional manager, all of the forms have several characteristics in common. Which of the following WOULD NOT be among those characteristics?

*Mark only one oval.*

- Non-public
- immediate
- producer controlled
- interactive



27. 19. \_\_\_\_\_ is well suited to highly targeted marketing efforts and to building one-to-one customer relationships.

*Mark only one oval.*

- Advertising
- Public relations
- Sales promotion
- Direct marketing

28. 20. A \_\_\_\_\_ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

*Mark only one oval.*

- push strategy
- pull strategy
- blocking strategy
- integrated strategy

29. 21. A \_\_\_\_\_ is a promotion strategy that calls for spending a lot on advertising and consumer promotion to build up consumer demand. If the strategy is successful, consumer demand will move the product through the channel

*Mark only one oval.*

- push strategy
- pull strategy
- blocking strategy
- integrated strategy

30. 22. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?

*Mark only one oval.*

- push strategy
- pull strategy
- blocking strategy
- integrated strategy

31. 23. Which of the following strategies is usually followed by B2B companies with respect to promotion strategy?

*Mark only one oval.*

- push strategy
- pull strategy
- blocking strategy
- integrated strategy

32. 24. The first step in developing an advertising program should be to

*Mark only one oval.*

- set advertising objectives
- set the advertising budget
- evaluate advertising campaigns
- develop advertising strategy

33. 25. Building selective demand is the objective of which type of advertising?

*Mark only one oval.*

- informative advertising
- persuasive advertising
- reminder advertising
- demand-driven advertising

34. 26. If Sony tries to convince consumers that its brand of computer disks is the best quality for the money, it is using which of the following forms of advertising?

*Mark only one oval.*

- informative advertising
- psychological advertising
- reminder advertising
- persuasive advertising

35. 27. When Avis positioned itself against market-leading Hertz by claiming, "We're number two, so we try harder," it was using which of the following forms of advertising?

*Mark only one oval.*

- informative advertising
- psychological advertising
- reminder advertising
- comparative advertising

36. 28. Which of the following promotional budget methods wrongly views sales as the cause of promotion rather than as the result?

*Mark only one oval.*

- affordable method
- percentage-of-sales method
- competitive-parity method
- objective-and-task method

37. 29. Setting the promotion budget so as to match the budgets of the competition is characteristic of which of the following budget methods?

*Mark only one oval.*

- affordable method
- percentage-of-sales method
- competitive-parity method
- objective-and-task method

38. 30. The first step in using the objective-and-task promotional budgeting method is to

*Mark only one oval.*

- define specific advertising tools that can be afforded
- analyze competitive budgets for perceived weaknesses
- calculate last year's sales percentages
- define specific objectives

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