



**BRAINWARE UNIVERSITY**

**Term End Examination 2018-19**

**Programme –Bachelor of Business Administration**

**Course Name –Integrated Marketing Communications**

**Course Code – BBA606M**

(Semester – 6)

**Time allotted:3 Hours**

**Full Marks : 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group –A**

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) Sales Promotion should be used for
    - a. Long Term
    - b. Short Term
    - c. Very Long Term
    - d. All of these
  - (ii) Sales Promotion is known as
    - a. Above The Line Communication
    - b. Below The Line Communication
    - c. Through The Line Communication
    - d. All of these
  - (iii) Chaitra Sale is an example of
    - a. Advertising
    - b. Sales Promotion
    - c. Public Relation and Publicity
    - d. Direct Marketing
  - (iv) Advertising accounts for
    - a. Pull Effect
    - b. Push Effect
    - c. Both a and b
    - d. None of these

- (v) Corporate Social Responsibility is related to
  - a. Advertising
  - b. Sales Promotion
  - c. Public Relation
  - d. None of these
- (vi) A program designed to promote or protect a company's image or its individual product is called
  - a. Advertising
  - b. Sales Promotion
  - c. Public Relation and Publicity
  - d. Direct Marketing
- (vii) Slot concept is related to
  - a. Electronic Media
  - b. Print Media
  - c. Both a and b
  - d. None of these
- (viii) In Advertising CPM means
  - a. Cost Per Message
  - b. Cost Per Media
  - c. Cost Per Man
  - d. Cost Per Million
- (ix) Exhibiting something bad about competing brand is
  - a. Illegal
  - b. Unethical
  - c. Both illegal and unethical
  - d. Neither illegal nor unethical
- (x) In Advertising CPP means
  - a. Cost Per Person
  - b. Cost Per People
  - c. Cost Per Plan
  - d. None of these

**Group – B**

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Briefly explain the term Reminder Advertising with suitable example. 5
- 3. "Media Planning is very much related to Consumer Behaviour." Analyze the statement with proper logic and suitable example. 5
- 4. Interpret the advantage of using Public relation as a long term promotional tool with suitable example. 5
- 5. Appraise the importance of Surrogate Advertising with suitable example. 5
- 6. Evaluate any two factors affecting Integrated Marketing Communication Implementation Strategy 5

**Group – C**

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. “Segmenting, Targeting and Positioning is a prelude to design an Advertisement” Interpret the statement in details with suitable example. 15
8. Describe different types of appeals at the time of designing advertising with suitable example. 15
9. Apply the concept of promotional effectiveness to conclude that why Public Relation and Publicity may have more impact on the consumers than other promotional mix elements with suitable example. 15
10. “Media Planning plays an important role in deciding the fate of the advertising” Critically appraise the statement with suitable example. 15
11. “Message creation plays an important role in deciding the fate of the advertising” Critically appraise the statement with suitable example. 15

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