

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BBA / B. Sc. (A & M)
BRANCH: MANAGEMENT / A & M**

**SEMESTER : V/III
SESSION : MO/2025**

SUBJECT: MN422 INTEGRATED MARKETING COMMUNICATION

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Explain various promotion mix tools.	[5] 1	2
Q.1(b)	Define Integrated Marketing Communications. Discuss the role of IMC in achieving promotion objectives.	[5] 1	2
Q.2(a)	Discuss elements of competitive analysis with reference to IMC planning.	[5] 2	2
Q.2(b)	Explain the concept of DAGMAR with its objectives, characteristics and limitations.	[5] 2	2
Q.3(a)	Discuss the factors governing selection of IMC agencies.	[5] 3	2
Q.3(b)	Explain various popular compensation methods used to compensate IMC agencies.	[5] 3	2
Q.4(a)	Define creativity. Explain the process of creative output.	[5] 4	2
Q.4(b)	Discuss any five advertising appeals with examples from the contemporary advertising space.	[5] 4	2
Q.5(a)	Examine any five media types with their merits and limitations.	[5] 5	5
Q.5(b)	Discuss any five formats of digital advertising.	[5] 5	2

:::21/11/2025:::M