

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

**CLASS: BBA
BRANCH: BBA**

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

SUBJECT: MN422 INTEGRATED MARKETING COMMUNICATION

TIME: 02 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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Q.1(a)	Write a short note on the concept of Integrated Marketing Communications.	2	1 2
Q.1(b)	Briefly discuss various promotion mix tools.	3	1 2
Q.2(a)	Discuss the evolution of the concept of Integrated Marketing Communications.	2	1 2
Q.2(b)	What are the reasons for growing importance of Integrated Marketing Communications in the contemporary business environment?	3	1 2
Q.3(a)	Discuss the concept of opportunity analysis.	2	2 2
Q.3(b)	Briefly discuss IMC planning process with flowchart.	3	2 2
Q.4(a)	Examine the role of communication-oriented objectives in Integrated Marketing Communications.	2	2 5
Q.4(b)	Describe the concept of DAGMAR.	3	2 2
Q.5(a)	What are the major activities which are handled by an advertisement agency for its clients? Discuss briefly.	2	3 2
Q.5(b)	Choose anyone IMC agency structure and describe with diagram.	3	3 2

:::19/09/2025 :::M