

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

**CLASS: MBA  
BRANCH: MANAGEMENT**

**SEMESTER : IV  
SESSION : SP/2023**

**SUBJECT: MT521 ADVERTISING & 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 the role of marketing communications.	[5] 1	1
Q.1(b)	Restate the factors which led to the evolution of Integrated Marketing communications.	[5] 1	2
Q.2(a)	Critique the role of ASCI in regulating the advertising industry in India.	[5] 1	5
Q.2(b)	Describe the objectives set for measuring the advertising goals.	[5] 2	4
Q.3(a)	Outline the factors which play role in choosing best media to promote an advertisement.	[5] 3	2
Q.3(b)	Narrate the advertising appeals using campaign examples.	[5] 3	2
Q.4(a)	Illustrate the work flow in an advertising agency.	[5] 4	4
Q.4(b)	As a marketing manager of an insurance company which has gone for print ads, what methods of post testing would you employ.	[5] 4	5
Q.5(a)	Write short note on Marketing communication through social media.	[5] 5	2
Q.5(b)	Compare and contrast Public relations with Publicity.	[5] 5	4

:28/04/2023:E