

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION SP/2025)**

**CLASS: BBA  
BRANCH: BBA**

**SEMESTER : VI/ADD  
SESSION : SP/2025**

**SUBJECT: MT319 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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		CO	BL
Q.1	Describe the concept of IMC and with suitable examples explain how marketers have used IMC to achieve promotion and marketing objectives more effectively.	[5] 2	3
Q.2	Briefly explain the different promotion mix elements. Detail the benefits and criticisms of Advertising.	[5] 1	2
Q.3	Briefly explain the process of IMC planning. Why is it important to evaluate and analyze the marketing plan before developing the IMC plan.	[5] 2	4
Q.4	How is the concept of communications objectives related to the DAGMAR concept. Describe the characteristics of DAGMAR objectives and outline the major criticisms to the concept.	[5] 3	2
Q.5(a)	What is an advertising agency.	[2] 4	1
Q.5(b)	Describe the general flow of work in an advertising agency along the production and creative sides.	[3] 4	1

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