



CBCS SCHEME

22MBAMM404

Fourth Semester MBA Degree Examination, June/July 2026 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any **FOUR** full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks, L: Bloom's level, C: Course outcomes.

			M	L	C
Q.1	a.	Define Integrated Marketing Communication.	03	L1	CO1
	b.	Explain the steps involved in Developing IMC Process.	07	L2	CO1
	c.	Identify and Inspect the elements of IMC promotion mix.	10	L3	CO1
Q.2	a.	Define DAGMAR.	03	L1	CO1
	b.	Explain the role and functions of Advertising Agencies.	07	L2	CO1
	c.	Discuss the various Advertising Budgeting methods.	10	L3	CO1
Q.3	a.	What do you mean by channels of communication?	03	L1	CO2
	b.	Discuss the steps involved in media planning.	07	L2	CO2
	c.	Explain the criteria for Media Strategy Development.	10	L2	CO2
Q.4	a.	What do you mean by Direct Marketing?	03	L1	CO3
	b.	Explain the advantages and disadvantages of direct marketing.	07	L2	CO3
	c.	Analyze the tools used for public relations campaign.	10	L3	CO3
Q.5	a.	What is Concurrent Testing?	03	L1	CO4
	b.	Explain the importance of measuring Advertising effectiveness.	07	L2	CO4
	c.	Describe the various methods used for Evaluation of Advertisement effectiveness.	10	L3	CO4
Q.6	a.	What do you mean by Industrial Advertising?	03	L1	CO4
	b.	Explain the process of Industrial Personal Selling.	07	L2	CO4
	c.	Explain the purpose and components of Internet Advertising.	10	L4	CO2
Q.7	a.	Define Advertising Appeal.	03	L1	CO4

	b.	Discuss the types of Advertising Appeals.	07	L3	CO4
	c.	Explain marketing and Promotions Process Model.	10	L2	CO4
Q.8		Case Study (Compulsory) Indian's highways will become no advertising zones as the government has ordered the removal of all advertisement hoardings across the length and breadth of national highways. According to an order issued by the road transport and highway ministry, no hoarding will be allowed on the right of the way on national highways. The right of way also includes the 10 meter of land strip on both sides of the highway that runs along the depth. India is a national highway network of one lakh Kms which the government has planned to double in the next four years. The ministry has formed a special team that would work in the removal of hoardings by prioritizing the highways that have maximum congestion. NHAI has been tasked with the inspection of all highways on immediate basis. It has been decided that the regional and liasoning officers within their jurisdiction will inspect the NHs (National Highways) by prioritizing heavily trafficked NHs and other NHs in stages and submit inspection reports to the ministry for further necessary action. The government said the ministry feel that advertisements cause distraction which often leads to accidents. An internal study conducted by the ministry has focused on the need to remove huge hoardings, a move which as in the line with international practice. The Government is working on a national road map to reduce the number of road accidents in India. The country has over five lakh road accidents every year on the NHs in which over 1.5 lakh people are killed. Questions: - Discuss the affect of application of this decision on different stakeholders of advertising business. - Discuss the strategies to address above issue of outdoor advertising. - Suggest the alternative advertising options for outdoor advertising.	07	L5	CO3
			07	L5	CO2
			06	L5	CO2