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V Semester B.B.A. Degree Examination, April - 2022

**BUSINESS ADMINISTRATION**

**Integrated Marketing Communication**

**(CBCS Scheme Regular 2019-20)**

**Paper : 5.6**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

Answer should be written in English only.

**SECTION -A**

Answer any FIVE questions. Each question carries TWO marks.

(5×2=10)

1. a) What is Sales promotion?
- b) Give the meaning of Public Relation.
- c) What is AIDA model?
- d) Define E-commerce.
- e) What is Mobile Advertising?
- f) Define Marketing Communication Mix.
- g) What do you understand by Digital Marketing.



**SECTION -B**

Answer any THREE questions. each question carries FIVE marks.

(3×5=15)

2. Explain the benefits of Integrated Marketing Communication.
3. Explain the types of Advertising.
4. Explain the components of Integrated Marketing Communication.
5. Explain the types of Interactive Marketing.

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35528

**SECTION - C**

**Answer any THREE questions. Each question carries 15 marks.**

**(3 × 15 = 45)**

6. Explain the Benefits of Marketing Attribution.
  7. Discuss the Barriers to Integrated Marketing Communication.
  8. Explain the Methods of Sales promotion.
  9. Explain various types of Social Media & its advantages.
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