

No. of Printed Pages : 03

Roll No. ....

**JJ495**

**B.M.S./M.B.A. EXAMINATION, May 2019**

(Tenth Semester)

(B. Scheme) (Main & Re-appear)

(5 Years Integrated)

(BMS-MBA)

MBIMM06

INTEGRATED MARKETING  
COMMUNICATION

*Time : 3 Hours]*

*[Maximum Marks : 70*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit.

(2-18/1) M-JJ495

**P.T.O.**

### **Unit I**

1. Analyze the role of integrated marketing communication in marketing of government program such as safe driving, income tax return file and surrendering subsidy for LPG. **14**
2. Discuss the various reasons why integrated marketing communications has become so popular among marketers and do you think this popularity growth will continue ? Why or why not ? **14**

### **Unit II**

3. What are some of the specific responsibilities and duties of an advertising manager under a centralized advertising department structure ? Why is an advertising manager needed if a company uses an outside agency ? **14**
4. Explain the difference between investing in advertising and spending. Cite examples of companies that have successfully invested. **14**

### **Unit III**

5. Media planning involves a trade-off between reach and frequency. Explain what is this means ? **14**
6. (a) Appeals and Execution Styles **7**  
(b) Product Placement. **7**

### **Unit IV**

7. Discuss some of the advantages associated with the use of Marketing Public Relation (MRP). What are some of the disadvantages ? **14**
8. Describe some of the methods used to test other elements of the promotional mix. **14**