

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA IIFSB	Year & Semester: 2 nd & 4 th
Course Name: Integrated Marketing Communication	Course Code: BBG-212-V
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define Integrated Marketing Communication (IMC).	1
2	Explain the role of consumer behaviour in IMC.	2
3	Discuss the concept of design thinking in marketing communication.	2
4	Define persuasion in IMC.	1
5	State any two emerging trends in IMC.	1

Long answer questions

Q.N.	Question	KL
1	Explain the concept of IMC and discuss its role in modern marketing.	2
2	Describe the consumer decision-making process and its relevance to IMC.	2
3	Discuss the relationship between consumer behaviour and IMC.	2
4	Explain the importance of effective communication and persuasion in IMC.	2
5	Discuss emerging trends and the design thinking outlook in Integrated Marketing Communication.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Discuss the objectives of IMC.	2
2	Define IMC budgeting.	1
3	Define brand attitude?	1
4	Explain advertising research.	2
5	Discuss the meaning of advertising agencies.	2

Long answer questions

Q.N.	Question	KL
1	Discuss IMC as a strategic tool and explain its objectives and budgeting methods.	2
2	Explain the role of IMC in building and managing brands.	2
3	Describe the historical development of IMC and advertising.	2
4	Discuss the importance of advertising research in IMC planning.	2
5	Explain various advertising research methods and their application in IMC.	2

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define media planning.	1
2	Discuss creative elements in advertising.	2
3	Explain creative execution.	2
4	Define the term sales promotion.	1
5	Define personal selling.	1

Long answer questions

Q.N.	Question	KL
1	Discuss the process of media planning and its importance.	2
2	Describe creativity in advertising and explain major creative elements.	2
3	Explain creative execution in print advertising with examples.	2
4	Discuss the role of sales promotion and personal selling in marketing communication.	2
5	Explain the relationship between advertising and the marketing mix.	2

Unit IV

Short answer questions

Q.N.	Question	KL
1	Discuss direct marketing.	2
2	Define word-of-mouth advertising.	1
3	Explain the term Search Engine Optimization (SEO).	2
4	Explain ethics in marketing communication.	2
5	Discuss cause-related marketing.	2

Long answer questions

Q.N.	Question	KL
1	Explain the role of digital marketing and social media advertising in IMC.	2
2	Discuss public relations and corporate advertising in building brand image.	2
3	Describe SEO, content marketing, and digital advertising in detail.	2
4	Explain ethical issues in marketing communication in the digital age.	2
5	Discuss methods of measuring the effectiveness of Integrated Marketing Communication.	2

