

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA GENERAL	Year & Semester: IInd Year , IV Semester
Course Name: INTEGRATED MARKETING COMMUNICATION	Course Code: BBG-212-V
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Unit I

Short answer questions

Q.N.	Question	KL
1	State the meaning of IMC	KL1
2	Explain the meaning of Effective Communication.	KL2
3	Discuss the role of persuasion in IMC.	KL2
4	Describe the term Consumer Decision Making.	KL2
5	Define the term Marketing.	KL1

Long answer questions

Q.N.	Question	KL
1	Explain the concept of Integrated Marketing Communication and discuss its role in modern marketing.	KL2
2	Analyze the relationship between consumer behaviour and Integrated Marketing Communication.	KL4
3	Discuss the role of consumer decision-making in designing an effective IMC strategy.	KL2
4	Explain the importance of persuasion in IMC with suitable examples.	KL2
5	Explain the design thinking outlook in Integrated Marketing Communication and its relevance in today's competitive environment.	KL2

Unit II

Short answer questions

Q.N.	Question	KL
1	State the objectives of Integrated Marketing Communication.	KL1
2	Define IMC budgeting?	KL1
3	Define brand attitude.	KL1
4	Explain advertising research?	KL2
5	Discuss any two types of advertising agencies.	KL2

Long answer questions

Q.N.	Question	KL
1	Explain IMC as a strategic tool and discuss its objectives and budgeting methods.	KL2
2	Discuss the historical perspective of Integrated Marketing Communication.	KL2
3	Discuss the contribution of IMC in building positive brand attitude.	KL2
4	Explain the role of advertising agencies in IMC planning.	KL2
5	Describe various advertising research methods and explain how research supports IMC planning.	KL2

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define media planning?	KL1
2	Discuss creativity in advertising.	KL2
3	List any two creative elements used in advertising.	KL1
4	Explain the term sales promotion?	KL2
5	Describe personal selling?	KL2

Long answer questions

Q.N.	Question	KL
1	Explain the role of advertising in the marketing mix.	KL2
2	Discuss the process of media planning in advertising.	KL2
3	Explain the importance of creativity in advertising communication.	KL2
4	Describe various creative execution techniques used in print advertising.	KL2
5	Compare sales promotion and personal selling as tools of Integrated Marketing Communication.	KL4

Unit IV

Short answer questions

Q.N.	Question	KL
1	Define direct marketing.	KL2
2	Discuss the term cause-related marketing?	KL2
3	Explain word-of-mouth communication?	KL2
4	Define Search Engine Optimization (SEO).	KL1
5	Explain ethics in marketing communication?	KL2

Long answer questions

Q.N.	Question	KL
1	Explain the role of public relations and corporate advertising in Integrated Marketing Communication.	KL2
2	Define Social Media Advertising , also discuss the impact of digital marketing and social media advertising on IMC.	KL1
3	Explain content marketing and its importance in digital advertising.	KL2
4	Discuss ethical issues involved in marketing communication.	KL2
5	State various methods used for measuring the effectiveness of Integrated Marketing Communication.	KL1