

# Satyug Darshan Institute of Engineering & Technology

## Department of Management Studies

Academic year 2025-26

|                                                        |                                   |
|--------------------------------------------------------|-----------------------------------|
| <b>Programme:</b> BBA Digital Marketing                | <b>Year &amp; Semester:</b> 2 & 4 |
| <b>Course Name:</b> INTEGRATED MARKETING COMMUNICATION | <b>Course Code:</b> BBG-212-V     |
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### Unit I

#### Short answer questions

| Q.N. | Question                                                                                                      | KL |
|------|---------------------------------------------------------------------------------------------------------------|----|
| 1    | Define Integrated Marketing Communication and state its core elements.                                        | 1  |
| 2    | Explain the role of IMC in achieving marketing coordination and consistency.                                  | 2  |
| 3    | Identify emerging trends in Integrated Marketing Communication in the digital era.                            | 1  |
| 4    | Explain the concept of effective communication in the context of marketing.                                   | 2  |
| 5    | Differentiate between need recognition and evaluation of alternatives in the consumer decision-making process | 4  |

#### Long answer questions

| Q.N. | Question                                                                                                                                             | KL |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1    | Examine the evolution and scope of Integrated Marketing Communication, highlighting its importance in modern marketing practices.                    | 4  |
| 2    | Analyze the role of consumer behaviour in IMC, with reference to perception, motivation, learning, and attitudes.                                    | 4  |
| 3    | Assess emerging trends in Integrated Marketing Communication, including digital media, social platforms, and data-driven communication.              | 5  |
| 4    | Discuss the application of design thinking in IMC, focusing on customer empathy, creativity, and problem-solving.                                    | 2  |
| 5    | Evaluate the role of persuasion in Integrated Marketing Communication, explaining its influence on consumer decision making and brand relationships. | 5  |

### Unit II

#### Short answer questions

| Q.N. | Question                                                                                        | KL |
|------|-------------------------------------------------------------------------------------------------|----|
| 1    | Define the objectives of Integrated Marketing Communication in the context of modern marketing. | 1  |
| 2    | State the major budgeting methods used in Integrated Marketing Communication campaigns.         | 1  |
| 3    | Explain IMC as a strategic marketing tool for achieving organizational goals.                   | 4  |
| 4    | Identify the role of advertising agencies in the execution of IMC programmes.                   | 1  |
| 5    | Explain the importance of research in IMC planning and decision-making.                         | 2  |

### Long answer questions

| Q.N. | Question                                                                                                                                    | KL |
|------|---------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1    | Examine the historical perspective of Integrated Marketing Communication, highlighting its evolution from traditional promotion approaches. | 4  |
| 2    | Analyze the history of advertising, emphasizing major developments that shaped modern advertising practices.                                | 4  |
| 3    | Assess the relationship between IMC and branding, with special reference to brand image and brand equity.                                   | 5  |
| 4    | Evaluate the contribution of IMC in shaping brand attitude, explaining the role of consistent and coordinated communication.                | 5  |
| 5    | Discuss advertising research methods and analyze their role in effective IMC planning and execution.                                        | 2  |

### Unit III

### Short answer questions

| Q.N. | Question                                                                   | KL |
|------|----------------------------------------------------------------------------|----|
| 1    | Define the role of advertising within the marketing mix.                   | 1  |
| 2    | Explain the concept of media planning in advertising management.           | 2  |
| 3    | Identify the key elements of creativity used in advertising messages.      | 1  |
| 4    | Explain the importance of creative execution in advertising effectiveness. | 2  |
| 5    | Differentiate between sales promotion and personal selling.                | 4  |

### Long answer questions

| Q.N. | Question                                                                                                                                          | KL |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1    | Examine the relationship between advertising and the marketing mix, highlighting its influence on product, price, place, and promotion decisions. | 4  |
| 2    | Analyze the media planning process, focusing on media selection, scheduling, and evaluation.                                                      | 4  |
| 3    | Assess the role of creativity in advertising, with reference to attention, recall, and persuasion.                                                | 5  |
| 4    | Discuss creative execution techniques in advertising, with special reference to print advertising formats.                                        | 2  |
| 5    | Evaluate the effectiveness of sales promotion and personal selling as tools of the promotional mix.                                               | 5  |

### Unit IV

### Short answer questions

| Q.N. | Question                                                                                | KL |
|------|-----------------------------------------------------------------------------------------|----|
| 1    | Define direct marketing and indicate its key characteristics.                           | 1  |
| 2    | Explain the concept of cause-related marketing in the context of social responsibility. | 2  |

|   |                                                                                       |   |
|---|---------------------------------------------------------------------------------------|---|
| 3 | Explain the role of public relations in integrated marketing communication.           | 2 |
| 4 | Differentiate between word-of-mouth communication and corporate advertising.          | 4 |
| 5 | Explain the importance of measuring IMC effectiveness for managerial decision-making. | 2 |

### Long answer questions

| Q.N. | Question                                                                                                                                             | KL |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1    | Examine the role of direct marketing and digital media in building customer relationships.                                                           | 4  |
| 2    | Analyze the significance of the Internet and social media advertising in modern marketing communication.                                             | 4  |
| 3    | Assess digital advertising tools, including search engine optimization and content marketing, in influencing consumer engagement.                    | 5  |
| 4    | Discuss ethical issues in marketing communication, focusing on truthfulness, consumer privacy, and social responsibility.                            | 2  |
| 5    | Evaluate methods used for measuring the effectiveness of Integrated Marketing Communication, with reference to both traditional and digital metrics. | 5  |