PRN:		Course Code:	UBC403

Second Year **B.COM** End Semester Examination Summer 2024

Integrated Marketing Communication

Day and Date: 27/05/2024, Monday Max Marks: **100**

Time : 02:00PM To 05:00PM Duration: **03** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1	**Attempt the following**				
	a)	Explain the role of advertising in Integrated Marketing Communications (IMC). Conclude the role of digital advertising play in an IMC strategy.	08	L2	1
	b)	Explain the integrated marketing system. What are the key components of an Integrated Marketing System?	08	L5	1
	c)	Inference the career opportunities in selling. Explain Some skills that are important for a career in selling, Outline the industries that offer selling opportunities.	09	L4	1
		or			
	d)	Explain in your word as "Selling makes it simple for each consumer community to buy their product or Service".	09	L5	1
Q.2	**Attempt the following**				
	a)	Explain the concept of Motivation in purchase decision.	08	L2	2
	b)	Explain the Maslow's need hierarchy with suitable example in marketing.	08	L2	2
	c)	Conclude the in-personal selling affected by motivation.	09	L3	2
		or			2
	d)	Explain the buying motives that influence purchasing decisions in personal selling with suitable examples.	09	L3	2
Q.3	**Attempt the following**				
	a)	Explain the importance of presentation and demonstration in selling.	08	L5	3
	b)	Elaborate the importance to effectively handling objections in selling and the common types of objections encountered in selling.	08	L4	3
	c)	Conclude the closing of the sale important in selling. Explain the different types of sales closing.	09	L4	3
		Or			
	d)	Explain the company's approaches to optimize its post-sales activities. Classify post-sales activities important as a customer.	09	L4	3

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Q.4	**Attempt the following**				
	a)	Explain the concept of advertising and the key features of advertising.	08	L5	4
	b)	Explain in brief an advertising based on the target audience, Opinion that advertising is based on geographical scope.	08	L5	4
	c)	Elaborate on the roles do advertisers play in advertising. And compose that advertising agencies contribute to the advertising process.	09	L6	4
		or			
	d)	Elaborate that advertising benefits consumers and advertising contributes to the economy overall to the Organization with suitable example.	09	L6	4

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