

Internal Assessment Test - III

Sub:	Integrated Marketing Communications						Code:	14MBA MM408	
Date:		Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks		OBE	
		CO	RBT		
Part A - Write short notes on any two (3*2=6 Marks)					
1 (a)	What is Pre- testing in advertising?	[03]	CO1	L1	
(b)	What is Industrial advertising?	[03]	CO3	L1	
(c)	Explain SEO.	[03]	CO3	L4	
Part B - Answer any two (2*7=14)					
2 (a)	What are the components of international advertising?	[07]	CO3	L1	
(b)	Give reasons for which the advertisements should have some control?	[07]	CO3	L5	
(c)	Explain B 2 B communication?	[07]	CO3	L4	
Part C - Answer any two (2*10= 20 marks)					
3 (a)	Explain the various methods used for measurement and evaluation of advertising	[10]	CO2	L5	
(b)	Discuss the global environment in advertising	[10]	CO3	L2	
(c)	What are the decision areas in international advertising	[10]	CO3	L5	
Part D - Compulsory (1*10=10/2*5=10 marks)					
4.	What are the types of internet advertising	[10]	CO3	L1	

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	To build managerial decision making related to marketing communications strategy and tactics	1a	1a				1a			
CO2:	To study promotion mix including advertising, publicity, personal selling and sales promotion		3a							
CO3:	Increasing knowledge in emerging trends in advertising global environment	4	4	2a 4	1b 2a 2c	1c 2c	2a 3b 3c	2b	1c 2c 3c	1c 2a

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.