

# SKIT COLLEGE KD-64

SUBJECT-MARKETING COMMUNICATION

BBA DEPARTMENT 5TH SEMESTER

## ◆ Top 15 Important Questions in Marketing Communications – BBA 5th Semester

1. Define Integrated Marketing Communications (IMC).

What are its key components and why is it important in modern marketing?

2. Explain the AIDA model in Marketing Communications.

How does it help in designing effective promotional strategies?

3. What are the different tools of the Promotional Mix?

Describe each with examples (Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing).

4. Discuss the communication process in marketing.

Explain with a diagram and describe key elements (sender, message, channel, receiver, feedback, noise).

5. What is the difference between advertising and public relations?

Give examples to support your answer.

6. Explain the role of advertising agencies in the marketing communication process.

What are the types of advertising agencies?

7. What is media planning and media buying?

Why are they critical in the success of an advertising campaign?

8. Describe the steps involved in developing an effective IMC campaign.

9. What are the different types of advertising appeals?

Explain with suitable examples (emotional, rational, fear, humor, etc.).

10. How is digital marketing transforming marketing communication strategies?

Include the role of social media, influencer marketing, and online ads.

11. Explain sales promotion.

What are its types and objectives? Give examples.

12. Discuss the ethical issues in marketing communications.

How can companies ensure responsible communication?

13. Compare traditional media with digital media in the context of marketing communications.

14. What is the DAGMAR approach?

How is it used to set advertising objectives?

15. Explain the importance of message design and content in advertising.

What factors should be considered while creating a message?

## ANSWERS -

1. Define Integrated Marketing Communications (IMC). What are its key components and why is it important?

Answer:

IMC stands for Integrated Marketing Communications, which refers to the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program to maximize the impact on customers.

Key Components:

Advertising

Sales Promotion

Public Relations

Personal Selling

Direct Marketing

Digital Marketing

Importance:

Ensures consistent messaging across channels

Builds a stronger brand image

Improves customer trust and engagement

Maximizes return on marketing investment

2. Explain the AIDA model in Marketing Communications.

Answer:

AIDA stands for:

Awareness: Grab attention of the customer

Interest: Develop interest in the product

Desire: Create a want for the product

Action: Drive the customer to take action (buy, sign up, etc.)

It helps marketers structure their communication to lead the customer through the buying process.

3. What are the different tools of the Promotional Mix?

Answer:

1. Advertising – Paid form of non-personal communication (TV, radio, online ads)
2. Sales Promotion – Short-term incentives (discounts, coupons)
3. Public Relations – Managing public image (press releases, sponsorships)
4. Personal Selling – Direct interaction with potential customers
5. Direct Marketing – Email, SMS, catalogs targeting specific customers

Each tool serves different purposes and audiences.

4. Discuss the communication process in marketing.

Answer:

The communication process involves:

1. Sender – Company/brand
2. Encoding – Message is created
3. Message – The content to be communicated
4. Medium/Channel – TV, radio, social media
5. Receiver – Target audience
6. Decoding – How the audience interprets the message
7. Feedback – Customer response (purchase, inquiry)
8. Noise – Any disturbance that affects message delivery

## 5. Difference between Advertising and Public Relations

| Feature     | Advertising                       | Public Relations               |
|-------------|-----------------------------------|--------------------------------|
| Paid/Free   | Paid                              | Unpaid or Earned               |
| Control     | Full control over message         | Limited control                |
| Credibility | Less credible (seen as promotion) | More credible (news-based)     |
| Purpose     | Promote product                   | Maintain positive public image |

## 6. Role and Types of Advertising Agencies

Role:

Create and execute ad campaigns

Media planning and buying

Market research

Brand building

Types:

Full-service agency (offers complete services)

Creative boutique (focus on creative work)

Media buying agencies

In-house agencies (run by the company itself)

## 7. What is media planning and media buying?

Answer:

**Media Planning:** Selecting the most appropriate media channels (TV, online, print) to reach the target audience at the right time and place.

**Media Buying:** The process of negotiating and purchasing ad space and time in selected media.

These are crucial for cost-effective and efficient communication.

## 8. Steps to Develop an Effective IMC Campaign

ANSWER-

1. Identify Target Audience

2. Set Communication Objectives

3. Determine Budget

4. Develop Message Strategy

5. Select Communication Tools

6. Choose Media Channels

7. Implement Campaign

8. Evaluate Effectiveness

## 9. Types of Advertising Appeals

1. Emotional Appeal – Love, fear, humor (e.g., insurance ads)

2. Rational Appeal – Facts and logic (e.g., product quality)

3. Fear Appeal – Highlights danger (e.g., anti-smoking ads)

4. Humor Appeal – Entertaining, increases recall

5. Celebrity Appeal – Uses influencers or celebrities

6. Social Appeal – Status, belongingness

## 10. How is Digital Marketing Transforming Marketing Communication?

Answer:

Enables personalized marketing through data analytics

More interactive and engaging (comments, shares)

Cost-effective compared to traditional media

Includes social media marketing, email marketing, influencer marketing, SEO, etc.

Allows real-time feedback and campaign tracking

11. Explain Sales Promotion. What are its types and objectives?

Answer: Sales Promotion involves short-term incentives to encourage purchase.

Objectives:

Boost short-term sales

Attract new customers

Clear out inventory

Types:

Consumer promotions: Discounts, coupons, freebies

Trade promotions: Dealer contests, trade discounts

Salesforce promotions: Bonuses for sales staff

12. Ethical Issues in Marketing Communications

Answer:

False Advertising

Stereotyping

Targeting vulnerable groups (like children)

Invasion of privacy (data misuse)

Solutions:

Follow legal guidelines (like ASCI in India)

Be truthful and respectful in messaging

Promote responsible communication

### 13. Compare Traditional Media and Digital Media

|               |                       |                                |
|---------------|-----------------------|--------------------------------|
| Feature       | Traditional Media     | Digital Media                  |
| Examples      | TV, Radio, Newspapers | Social media, websites, emails |
| Cost          | Expensive             | Cost-effective                 |
| Interactivity | One-way               | Two-way (engagement possible)  |
| Targeting     | Broad audience        | Highly targeted                |
| Measurability | Difficult             | Easy through analytics         |

### 14. What is the DAGMAR Approach?

Answer: DAGMAR = Defining Advertising Goals for Measured Advertising Results

Used to set and measure clear advertising objectives such as:

Awareness

Comprehension

Conviction

Action

It emphasizes measurable communication goals, not just sales.

### 15. Importance of Message Design in Advertising

Answer:

A clear, creative message grabs attention

Needs to align with target audience values and emotions

Should support brand positioning

Elements include headline, copy, visuals, call-to-action

Factors to consider:

Language

Cultural sensitivity

Simplicity

Relevance