

**IMBA in BI/IB/APR Sem.-9 Examination**  
**M/APR**  
**SPPR**

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Instructions** :(1) This paper contains **FIVE** questions.  
 (2) All questions are compulsory.  
 (3) Question No.2, 3, 4 have internal options.  
 (4) Figures in the right side in parenthesis indicate marks.

- Q.1** Explain the following terms (Any 7) (14)
- |                            |                        |
|----------------------------|------------------------|
| 1. Cognitive Behavior      | 6. Gate Keeping        |
| 2. Conative Behavior       | 7. Audience Analysis   |
| 3. POP                     | 8. Message Development |
| 4. Performance Recognition | 9. Press Release       |
| 5. Mega Influencer         | 10. Press Conference   |
- Q.2** What is sales promotion? Explain various consumer related sales promotion techniques. (14)
- OR**
- Q.2** What is public relation? Explain the role of public relation as a function of IMC. (14)
- Q.3** What is EKB Model of Consumer Behaviour? Explain the application of EKB Model in Sales Promotion. (14)
- OR**
- Q.3** What is Goffman's Frame Theory? Explain its application in PR as a tool for Mass Communication. (14)
- Q.4** Explain the difference between Press Release, Media Briefings and Press Conference. (14)
- OR**
- Q.4** "Before a company is planning for any campaign, it is very necessary to do audience analysis" Explain with a suitable example. (14)
- Q.5** A Chain of Cafeteria "Brews & Bliss" wants to enhance its brand reputation. Suggest them with various effective brand reputation building strategies. (14)

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