

B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019

Subject: Elective-III :Marketing Communication and Advertising (Marketing Management)

Day: Monday

S-2019-1982

Time: 10.00 AM TO 01.00 PM

Date: 22/04/2019

Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SAME answer books
 - 4) Draw a labeled diagram WHEREVER necessary
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SECTION - 01

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Explain the marketing communication process and its objectives.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Explain the publicity and public relations with examples of promotion mix.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

- a) What are the 5 M's of advertising? Explain.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Give in detail the structure of Ad. What are its prerequisites?

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) What is the significance of slogans and headlines to make a mass outreach?
- b) What is media planning? Discuss the various aspects of media planning in detail.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Target audience
- b) Direct marketing
- c) Impact of advertisement
- d) Concept testing
- e) Types of ad
- f) Media reach

SECTION - 02

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Integrated marketing communication at times may lead to overwhelming response? Why?
- b) Under what circumstances will you as a marketing manager advice your top management to go ahead with direct marketing, sidelining all other tools of the promotion mix.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) "Regional promotions often create problems for markets". Comment and substantiate with examples
- b) Describe the profile of any one of the advertising agency with the examples of their ad campaigns.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) How you will make a decision that what type of advertisement is to be done? Give suitable example in support of your answer.
- b) How media combinations are made? Discuss the various types of media combinations with their relevance. How will you make a media combination for a toothpaste product of a newly established company with a new brand?
