

B.B.A. (2010 Course) Sem- VI : SUMMER - 2019
SUBJECT : ELECTIVE – III : MARKETING COMMUNICATION & ADVERTISING
(Marketing Management)

Day : Monday
Date : 22/04/2019

S-2019-2034

Time : 10.00 AM TO 01.00 PM
Max. Marks : 70

N.B.

- 1) Q.1 is **COMPULSORY**.
 - 2) Attempt any **FOUR** questions from Q.2 to Q.7
 - 3) All questions carry **EQUAL** marks.
-

- Q.1** As a Manager of a shopping mall you have noticed that its sales turnover has suddenly dropped. What steps you would take to improve this situation? Justify your proposed plan.
- Q.2** Explain the marketing communication process and its significance in marketing.
- Q.3** What is direct marketing? What different tools and techniques are used in direct marketing? Explain giving examples.
- Q.4** Draw the structure of an Ad Agency and explain the various services that are offered by an Ad Agency.
- Q.5** What do you understand by Media-mix? What is Media Planning? Why it is necessary? Discuss giving examples.
- Q.6** What are the different types of advertisements? Develop an Ad theme and slogan for starting an Indian Kho-Kho league.
- Q.7** Write short notes on any **TWO**:
- a) DAGMAR
 - b) Integrated Marketing
 - c) Internet Advertising

* * *