

**B.B.A. (2010 COURSE) SEM- VI : SUMMER - 2018**  
**SUBJECT: ELECTIVE –III: a) MARKETING COMMUNICATION & ADVERTISING**  
**(MM)**

Day: **Wednesday**  
Date: **02/05/2018**

**S-2018-1680**

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

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**N.B.:**

- 1) Q. No. 1 is **COMPULSORY**.
  - 2) Solve any **FOUR** questions from **Q. No. 2 to Q. No. 7**
  - 3) Figures to the right indicate **FULL** marks.
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- Q.1** Discuss the nature and scope of Marketing Communication. **(14)**
- Q.2** What are the various tools and techniques of Direct Marketing? **(14)**
- Q.3** Discuss the DAGMAR approach with reference to ‘Save Girl Child’ as a message for social advertising in India. **(14)**
- Q.4** Suggest an effective promotion mix plan for the following: **(14)**  
i) Cotton Shirts  
ii) Two Wheeler
- Q.5** What are the various types of advertisements? Discuss with an example each. **(14)**
- Q.6** Explain the advantages and limitations of Media Mix. **(14)**
- Q.7** Write short notes on any **TWO** of the following: **(14)**  
a) Internet advertising  
b) Copy writing  
c) Ad appeal  
d) Integrated Marketing

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