

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018

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

Day: **Wednesday**

S-2018-1628

Time: **10.00 AM TO 01.00 PM**

Date: **02/05/2018**

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 SEPARATE answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - 01

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

- a) State the significance of marketing communication mix.

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

- a) Discuss the various sales promotion tools and techniques.

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

- a) Discuss the social advertising in India

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

- a) How is the size of advertising budget prepared? Explain

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

- a) Explain the applications for copy research in the copywriting process. What other forms of consumer or market research might be particularly helpful in developing effective ad copy.
- b) What factors should be taken into account while selecting a suitable media of advertisement? Explain in brief the main available media of advertisement.

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

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|-------------------------|----------------------------|
| a) Integrated marketing | b) Grapevine communication |
| c) POP's in advertising | d) Ad Appeal |
| e) Ad copy | f) Strip Ad |

SECTION - 02

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

- a) A new marketing communications manager has been appointed to market a treadmill that is designed to exercise overweight dogs. The 'Fit Best Friend' dog exercise machine is aimed at dog owners who are too idle or too busy to give their dog a decent walk. It is also thought likely to appeal to veterinary surgeons, who might use the treadmill in treatment courses for obese dogs.
 - i) Describe the challenges facing the newly appointed marketing manager in developing suitable marketing communication programmes for the suggested markets for the 'Fit Best Friend' treadmill
 - ii) What promotional tools do you suggest be used to reach the stated target markets?
- b) Explain the various methods of sales promotion of consumer products with suitable examples.

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

- a) What is 'product-oriented' and 'consumer-oriented' appeals in advertising? Illustrate your answer.
- b) Describe the various objectives with which an advertisement should be made? Make your own assumptions.

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

- a) Suppose that you were chairperson of a billion-dollar agency and were having to choose among three candidates for the position of creative director. Discuss the qualities you would like for in filling the position. What are the characteristics of a top-quality creative person?
- b) What is media plan? Explain the various factors to be considered in the selection of media?