

B.B.A. (2010 COURSE) SEM- VI : WINTER - 2017

**SUBJECT: ELECTIVE –III: a) MARKETING COMMUNICATION & ADVERTISING
(MM)**

Day: **Tuesday**
Date: **14/11/2017**

W-2017-1588

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

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** Explain the communication process and its significance. **(14)**
- Q.2** Discuss the M's of advertising with an example. **(14)**
- Q.3** Elaborate upon the concept of Promotion Mix. **(14)**
- Q.4** What is the significance of Slogans and headings in advertisement? Give suitable examples. **(14)**
- Q.5** Explain the Services of advertising agencies. **(14)**
- Q.6** Suggest an effective promotion mix plan for the following: **(14)**
i) Fresh fruits and Vegetables
ii) Leather shoes
- Q.7** Write short notes on any **TWO** of the following: **(14)**
a) Outdoor advertising
b) Ad Budget
c) Advertising objectives
d) DAGMAR

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