

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-VI : WINTER : 2021
SUBJECT: MARKETING COMMUNICATION & ADVERTISING

Day : Wednesday
Date : 12-01-2022

W-13902-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section - II.
- 2) Answers to both the sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Elaborate the Integrated marketing communication process. (15)
- Q.2** Differentiate between publicity and public relations. (15)
- Q.3** “Out of sight is out of mind” Discuss critically with reference to advertising. (15)
- Q.4** Design a promotion mix for solar energy products subsidized by Ministry of Environment. (15)
- Q.5** Explain in detail each ‘M’ of advertising with suitable examples. (15)
- Q.6** Write Short Notes on any **THREE** of the following: (15)
- a) Copy writing
 - b) Ad Budget
 - c) Internet advertising
 - d) Media mix
 - e) Catalogue advertising

SECTION – II

- Q.7** Design a promotional strategy for entry level 100 cc. Bikes in Indian 4 – stroke bike segment. (20)
- Q.8** Explain the social implication of advertisement. Explain in the context of High end fashion garments. (20)
- Q.9** Develop an ad theme and slogan for pain relief ointment manufactured by an Indian MNC (20)

*

*

*