

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-VI :SUMMER- 2022

SUBJECT : MARKETING COMMUNICATION & ADVERTISING

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 15-06-2022

S-13902-2022

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 **SAME** answer books.
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SECTION - I

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

What is integrated marketing? Discuss the nature and scope of marketing communication.

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

Explain the promotion or communication mix determination process.

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

What are the 5 M's of advertising? Explain.

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

Give in detail the structure of Ad. What are its prerequisites?

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

- a) Discuss the meaning, types and essentials of a good advertising copy.
- b) What is outdoor advertising? Give examples.

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

- a) Integrated marketing
- b) Direct marketing
- c) Legal issues in advertisement.
- d) Ad effectiveness
- e) Television copy principles
- f) Media reach

SECTION - II

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

- a) What would you suggest be included in the promotion mix for the manufacturers of the following:
a) chewing gum b) Video camera c) Life insurance d) Car batteries
- 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) "Regional promotions often create problems for markets". Comment and substantiate with examples
- b) Explain in detail the social, legal and economic implications of advertisements.

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

- a) What is the basis of advertising? Why there is a need for different types of advertisement?
- b) How media combinations are made? Discuss the various types of media combinations with their relevance. How will you make a media combination for a toothpaste of a newly established company with a new brand name?
