

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-VI : WINTER- 2022
SUBJECT : MARKETING COMMUNICATION & ADVERTISING

Day : Monday

Time : 02:00 PM-05:00 PM

Date : 26-12-2022

W-13902-2022

Max. Marks : **100**

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I.
 - 3) Attempt **ANY TWO** questions from Section – II.
 - 4) Figures to the **RIGHT** indicate **FULL** marks.
 - 5) Answers to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** What is Marketing Communication? Explain its process and objectives. **(15)**
- Q.2** Explain the concept of promotion mix with special reference to sales promotion and public relations. **(15)**
- Q.3** Discuss the DAGMAR approach in advertising. **(15)**
- Q.4** Define advertising budget. Explain its objectives and types. **(15)**
- Q.5** Discuss the principles of a good layout of an advertising copy. **(15)**
- Q.6** Write short notes on **ANY THREE** of the following : **(15)**
- a) Sales promotion tools
 - b) Publicity
 - c) Media mix
 - d) Client in advertising
 - e) Copy test reliability

SECTION – II

- Q.7** A company wants to launch a new range of perfumes for men and women. As the marketing manager of this company, design a marketing communications programme for the perfumes. Also discuss the challenges you may face while promoting the product. **(20)**
- Q.8** Define media mix. Design a media mix for a new company planning to launch fashion apparel in the Indian market. **(20)**
- Q.9** Answer the following : (**Any One**) **(20)**
- i) How can Advertising be used to increase awareness of Covid 19 vaccination programme in India? Also explain advertising as a mass communication.
 - ii) Describe the media mix you will follow for selling a range of herbal cosmetics in India.
