

School of Finance and Commerce

Department of Finance and Commerce

Mid Term Examination

Exam Date: 27 Sep 2023

Time : 90 Minutes

Marks : 50

Sem V - H1UA503T - Marketing Communication

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Describe features of copy writing. K2 (2)
- 2) Describe advertising creativity in brief. K1 (3)
- 3) Discuss features of promotion that impact on growth of sale. K2 (4)
- 4) Describe DAGMAR approach in brief. K2 (6)
- 5) Apply disadvantages of DAGMAR approach giving practical examples of real life. K3 (6)
- 6) Apply role of promotion in the business today. K3 (9)
- 7) Justify the role of copywriting in the business today. K4 (8)
- 8) Point out media strategy and various aspects of it. K4 (12)

OR

Examine the classification of advertising in detail. K4 (12)