

School of Business

BBA
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - D1UA403T - Marketing Communication

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Illustrate a detailed account on trends affecting consumer buying environment. K2 CO2 (5)
2. Illustrate the significance of Integrated Marketing Communication (IMC) in today's business with an example. K2 CO1 (5)
3. Interpret the role of target audience for executing marketing communications. K2 CO3 (5)
4. "Packaging plays an important role in the creation of demand by attracting" the consumers. Illustrate the statement? K3 CO3 (10)
5. Analyze the opportunities and prospects for Indian marketers in context of the current global environment. K4 CO5 (10)

OR

6. Examine the role of ethics in creation of marketing communication strategy. K4 CO5 (10)
7. Explain in detail the necessity of maintaining good Government Relations, Media Relations and Community Relations. K2 CO2 (10)
8. Analyze the organizational structure of an advertising agency. Explain the different services provided by advertising agencies. K4 CO4 (10)
9. Explain the elements that influence the promotion mix chosen for the Samsung brand in the Indian market. K5 CO5 (15)

OR

10. Interpret the role of personal selling as a tool of direct marketing with reference to Insurance companies in India. K5 CO5 (15)
9. Compare between personal selling and sales promotion. Also discuss the situations in which sales promotion and personal selling would be more effective than mass media advertising. K5 CO4 (15)
10. Examine the role of personal selling as a direct marketing tactic with regard to insurance businesses in India. K4 CO3 (15)