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School of Finance and Commerce**Bachelor of Business Administration in Financial Investment Analysis
Semester End Examination - Nov 2023****Duration : 180 Minutes
Max Marks : 100****Sem V - H1UA503T - Marketing Communication**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Name elements of Marketing communication. K1 (2)
- 2) Discuss advantages of integrated marketing communication. K2 (4)
- 3) Explain factors contributing to effectiveness to advertising. K2 (6)
- 4) Demonstrate social impact on advertising K3 (9)
- 5) Apply the impact of advertising on various aspects. K3 (9)
- 6) Compose various kinds of attributes needed in an effective advertisement copy. K5 (10)
- 7) Differentiate features and objectives of advertisement with suitable examples. K4 (12)
- 8) Compose various types of advertising copy. K5 (15)
- 9) Examine the significance and impact of advertising on the performance of the brand with examples. K5 (15)
- 10) Various types of advertisement agencies with suitable examples. K6 (18)