

communication plan? Explain.

- Q.16 Write a short note on ethics in marketing communication.
- Q.17 Give a detail overview of digital marketing.
- Q.18 Write in detail note on personal selling strategies.
- Q.19 How do you go about measuring effectiveness of direct marketing communication? Explain.
- Q.20 Write an extensive note on direct marketing tactics.
- Q.21 What do you understand by advertising tactics? Explain in detail.
- Q.22 What are the approaches to measure effectiveness of public relation? Explain in brief.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 What is integrated marketing communication? How do you go about developing integrated marketing communication plan?
- Q.24 What do you mean by marketing communication? Explain Marketing communication mix in detail.
- Q.25 What do you understand by digital marketing? Write in detail note on digital marketing strategies.

No. of Printed Pages : 4
Roll No.

226744-M

4th Sem./ DBM Marketing

Subject : Marketing Communication Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 The oral presentation of a company's products or services to one or more prospective purchasers for the purpose of making a sale is known as _____.
a) Sales planning
b) Personal selling
c) Sales & distribution management
d) Oral selling
- Q.2 Personal selling is used extensively in _____.
a) Simple and less technical products
b) Complex and non-technical products
c) Complex and highly technical products
d) Simple & highly technical products

- Q.3 Advertising that stresses and persuades immediate buying of the product is known as ?
- a) Commercial advertising
 - b) Direct action advertising
 - c) Product advertising
 - d) Primary demand advertising
- Q.4 Any paid form of non-personal presentation of goods, services or ideas by an identified sponsor is known as _____?
- a) Personal selling b) Advertisement
 - c) Sales promotion d) Publicity
- Q.5 Which of the following is not a primary objective of sales promotion?
- a) Increase brand loyalty
 - b) Boost short-term sales
 - c) Enhance long-term sales
 - d) Encourage trial purchases
- Q.6 What is the main purpose of a publicity?
- a) To directly promote a product or service
 - b) To provide information to the media for potential news coverage
 - c) To engage with customers on social media platforms
 - d) To conduct market research

(2)

226744-M

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 In AIDAS, 'I' stands for internal.(True/False)
- Q.8 Prospecting is searching and identifying potential buyers for a product.(True/False)
- Q.9 Digital advertisement is a very old trend. (True/False)
- Q.10 Impact of advertising is known as advertising effectiveness. (True/False)
- Q.11 Good reputation of management is an essential aspect of public relations, especially in the age of social media. (True/False)
- Q.12 Sales promotion primarily focuses on long-term brand building rather than short-term sales. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 What do you mean by personal selling? Explain in detail.
- Q.14 Write a brief note on Evolution of marketing communication.
- Q.15 What are the key components of marketing

(3)

226744-M