

SECTION-D

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

- Q.23 Define personal selling. Explain in detail the importance of personal selling.
- Q.24 Define advertisement. Explain various strategies of advertisements in detail.
- Q.25 What do you understand by sales promotion? Write a detailed note on evaluation of sales promotion effectiveness.

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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 Which one of the following is not a type of lead?
a) Hot lead b) Warm lead
c) Score lead d) Cold lead
- Q.2 Personal selling has _____
a) One way communication
b) Two-way communication
c) Both a & b
d) None of the above
- Q.3 Advertisement objectives include.
a) Consumer learning b) Sale of product
c) Both a & b d) None
- Q.4 Any paid form of communication with identified sponsor is called _____
a) Personal selling b) Advertising
c) Sales promotion d) Publicity

Q.5 Publicity can be _____

- a) Positive
- b) Negative
- c) Both a & b
- d) None of these

Q.6 Which of the following is a common tool used for measuring the effectiveness of public relations efforts?

- a) Customer surveys
- b) Sales reports
- c) Advertising budgets
- d) Competitive analysis

SECTION-B

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

Q.7 Members of the marketing channel system perform communication function. True/False

Q.8 Every publicity has a clear sponsor. True/False

Q.9 Opinion leaders operate within a reference group and exert strong influence on others. True/False

Q.10 Influencing customer's desire is one of the objectives of advertisement. True/False

Q.11 Public relations activities are a part of sales promotion. True/False

Q.12 Sales promotion strategies are not influenced by the product's life cycle stage. True/False

SECTION-C

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

Q.13 Write down in detail the tactics of personal selling.

Q.14 Write down the importance of direct marketing.

Q.15 Write down in detail the ethical considerations in marketing communication.

Q.16 Explain in detail the strategies of digital marketing.

Q.17 Explain in detail the emerging trends in marketing communication.

Q.18 Write a detail note on importance of marketing communication.

Q.19 What do you understand by the key components of marketing communication plan? Narrate in detail.

Q.20 Give an elaborate overview of marketing communication management.

Q.21 Write a detail note on public relation tactics.

Q.22 Write detail note on direct marketing strategies.