

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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Roll No.

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.