

Duration:2½ Hours

Total Marks: 75

Instruction to students:

- Write your answer in detail with suitable points.
- Please support your answers with examples.
- Kindly maintain neatness and continuity.
- Figures to the right indicate full marks.

Q1.A Attempt any eight from the following:

(8 Marks)

1) The promotional mix is the combination of different promotional channels that is used to _____ a promotional message.

(a) Target (b) Communicate (c) Advertising

2) The _____ analysis can provide insight into both internal & external conditions that can lead to more effective marketing communication.

(a) sales (b) SWOT (c) BCG

3) The _____ has brought media to a global audience

(a) SMS (b) Search engine (c) Internet

4) _____ are an excellent & risk free way to induce trial.

(a) Samples (b) C2B (c) C2C

5) Trade show are one of the most common type of sales promotion in _____ market.

(a) B2B (b) C2B (c) C2C

6) _____ advertising is all advertising by the stores that sell goods directly to consumer public.

(a) Wholesale (b) Online (c) Retail

7) _____ word of mouth publicity tends to increase the publicity of the organization.

(a) Positive (b) Negative (c) Diverse

8) A _____ test could also be done to check the effectiveness of the ad campaign.

(a) Memory (b) High Risk (c) Offensive

9) The boundaries between _____ psychiatry & neuroscience have become quite blurred.

(a) Psychology (b) Receptive (c) Ethical

10) _____ test market is widely used for major product testing.

- (a) Loyalty (b) Inverse (c) Standard

Q1B.) Match the column. Attempt any 7 out of 10

(7 marks)

	A		B
1	AIDA	a	Society benefit
2	DAGMAR	b	Applied science
3	Publicity	c	Non-profit Event
4	PULL Strategy	d	Eye Tracking
5	Contest	e	Arousing Interest
6	Corporate Sponsorship	f	Promotion
7	Cause Sponsorship	g	Number of clicks
8	Human mind	h	Attention
9	Innovative technique	i	Advertising goals
10	Online Evaluation	j	Editorial

Q2) Answer any one out of two:

(15 Marks)

- a) Define IMC. Explain in brief features & evolution of IMC. **(7 Marks)**
 b) Explain in brief reasons for the growth & importance of IMC? **(8 Marks)**
 OR
 c) Define advertising. Explain in brief features of advertising. **(7 Marks)**
 d) Distinguish between PUSH Strategy & PULL Strategy. **(8 Marks)**

Q3) Answer any one out of two:

(15 Marks)

- a) List out various tools for PR. **(7 Marks)**
 b) Define sales promotion. Explain in detail the role of sales promotion and reasons for its growth. **(8 Marks)**
 OR
 c) Explain in details objectives of Direct Marketing. **(7 Marks)**
 d) Explain in details steps in the sales process. **(8 Marks)**

Q4) Answer any one out of two:

(15 Marks)

- a) Explain Advertising tracking research. **(7 Marks)**
 b) Describe in brief behavioural response. **(8 Marks)**
 OR
 c) Define Internet. Explain in brief Advertising on Internet. **(7 Marks)**
 d) Explain in brief evaluation process of IMC. **(8 Marks)**

Q5) A Write Short Notes on any Three

(15 Marks)

- a) DAGMAR
- b) Surrogate Advertising
- c) Crisis Management
- d) Cause Sponsorship
- e) Offensive Brand Messages

OR

Q5)B) a) Explain in brief Public Relation & Sales Promotion through Internet Banner. (8 Marks)

b) Explain in detail approaches used by organization for test marketing. (7 Marks)