

1128

**B.A./B.Sc. (General) First Semester  
Advertising, Sales Promotion and Sales Management  
Paper - I: Marketing Communication  
(In all mediums)**

**Time allowed: 3 Hours**

**Max. Marks: 100**

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Differentiate between formal and informal communication.
- b) Differentiate between marketing and selling
- c) What are the limitations of branding?
- d) What is demographic segmentation?
- e) What do you understand by Confused Product Positioning?
- f) What is the vertical channel of distribution?

(4x5)

**UNIT – I**

- II. Discuss the nature and importance of communication. (20)
- III. Discuss various barriers in the way of developing effective communication system. How can we overcome them? (20)
- IV. What is internet marketing? Discuss its dangers. (20)
- V. What do you understand by Product-mix decisions? Discuss various kinds of Product-mix decisions. (20)

**UNIT – II**

- VI. What is pricing? What factors influence pricing decisions? (20)
- VII. "You can eliminate the middlemen but cannot eliminate the functions of middlemen." Discuss. (20)
- VIII. What do you understand by Promotion mix? Discuss various factors that determine promotion mix. (20)
- IX. Discuss in detail the Concept of Integrated marketing communication. (20)

x-x-x

(Hindi and Punjabi versions enclosed)