

**Certificate Course (Add-on-Course)**  
**Advertising and Sales Management**  
Paper-I: Marketing Communication

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** *Attempt five questions in all, including Question No. I which is compulsory.*

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- I. Attempt any five short questions of the following: -
- a) What is the nature of communication?
  - b) Define advertising.
  - c) Explain public relations sales promotion.
  - d) What is integrated communication in marketing?
  - e) What is communication process?
  - f) Advertisement Vs. Publicity
  - g) Define AIDA.
  - h) How to makes advertisement effective in sales promotion? (5×3)
- II. Write on the role of integrated marketing communications. (15)
- III. Discuss the various steps in developing marketing communication effective. (15)
- IV. What factors are the drivers for the growth of sale promotion effects? (15)
- V. Why publication relation are important in an organization? What are the communication functions of public relation? (15)
- VI. What is communication process? Explain in detail various elements of this process. (15)
- VII. Explain the need, role & importance of advertising in this era of globalization. (15)
- VIII. What are the various models in advertising communication? Highlight their benefits. (15)

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