

1127

B.A./B.Sc.(General)-1st Semester**Advertising, Sales Promotion & 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 (Unit-I) which is compulsory and selecting two questions each from Unit II-III.

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UNIT – I

- I. Attempt any four of the following: -
- Explain the process of communication.
 - Write a brief note on societal oriented marketing.
 - Explain the concept of Product Life Cycle.
 - Write a brief note on marketing on the internet.
 - What is the role of transportation in marketing management?
 - Distinguish between Skimming Pricing and Penetration Pricing. (4×5)

UNIT – II

- II. What is communication? Explain the importance and types of communication. (20)
- III. What are barriers in the way of developing an effective communication system? How can these barriers be removed? (20)
- IV. Discuss the modern marketing concept. How does marketing differ from selling? (20)
- V. (a) What are functions of packaging?
(b) Explain the concept of marketing myopia. (20)

UNIT – III

- VI. What factors influence channel decisions? Describe the channels most commonly used in modern day marketing management. (20)
- VII. Compare and contrast advertising with sales promotion, publicity and personal selling. (20)
- VIII. What is market segmentation? What are basis for segmentation of markets? (20)
- IX. Explain the concept and features of Integrated Marketing Communication. (20)

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(Hindi/Punjabi versions enclosed)

P.T.O.