

(i) Printed Pages : 7

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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B.A./B.Sc. (General) 1st Semester

1125

**ADVERTISING, SALES PROMOTION & SALES
MANAGEMENT (In all Mediums)**

Paper-I : Marketing Communication

Time Allowed : Three Hours]

[Maximum Marks : 100

Note :- Attempt any **four** questions from Section-A and **two** questions each from Section-B and C. All questions carry equal marks.

SECTION-A

1. Attempt any **four** questions :

- (a) What is the difference between marketing and selling ?
- (b) What do you understand by product mix decisions ?
- (c) How do you classify the service products ?
- (d) What is publicity ?
- (e) Which factors help in determining the proper marketing communication mix ?
- (f) What is psychographic segmentation ?

SECTION-B

2. What do you understand by the term Communication ? Discuss its features and objectives.
3. Which are the barriers in the way of Developing Effective Communication System ? How we can remove them ?
4. What is branding ? What logical steps are involved in new product development ?
5. What is Product Development ? What is its role ? Are there any limitations also ?

SECTION-C

6. Discuss the various factors governing the choice of channel of distribution and an intermediary.
7. What are the different methods of Pricing Policy ? Explain any one method and its variants.