

2054

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

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

- I. Answer any five of the following:-
- a) What is Marketing Communication?
 - b) Define Advertising.
 - c) What is Personal Selling?
 - d) Discuss the term brand awareness.
 - e) What are marketing objectives?
 - f) Explain Competitive advantage.
 - g) What do you mean by Public Relations?
 - h) Sales promotion as marketing tool. (5x3)
- II. What is the nature of communication and advertising in modern times? (15)
- III. How do you develop effective marketing communication? (15)
- IV. What methods are used for marketing communication? (15)
- V. How does integrated communication work in marketing? (15)
- VI. Define advertising, personal selling, public relations, and sales promotion. What are their distinctive characteristics? (15)
- VII. What are the steps in setting up target policies, strategies, and methods of achievements? (15)
- VIII. Why is advertising important in the present marketing era? (15)

x-x-x