

2082  
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. I which is compulsory.*

x-x-x

I. Answer any five of the following:-

- a) What is the role of communication in marketing?
- b) Define public relations.
- c) Discuss the methods of marketing communication.
- d) Give the characteristics of personal selling.
- e) Discuss DAGMAR approach.
- f) Differentiate Advertising Vs. Publicity.
- g) What should be taken into consideration while setting up targets and strategies in marketing communication?
- h) Explain the concept of advertising in the modern age. (5x3)

- II. Describe the steps involved in developing effective marketing communication. (15)
- III. Discuss the integrated marketing communication process and highlight the importance of different participants in integrated marketing communication. (15)
- IV. Explain the contribution of advertising in the national economy. (15)
- V. Discuss the factors responsible for the growth of sales promotion. Also, explain the role of advertisements in sales promotion. (15)
- VI. Explain the aspects of personal selling in today's competitive environment. (15)
- VII. Highlight the importance of PR activities in developing an effective IMC plan. Support your answer with relevant examples. (15)
- VIII. 'Advertising adds to the cost of the product, which means an additional burden on the customer'. Justify the statement. (15)

x-x-x