

**Time: 2½ hrs.****Marks:75**

- Note:**
1. All questions are compulsory with Internal options.
  2. The figures to the right indicate full marks.
  3. Draw a neat diagram wherever necessary.

**Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**  
**( Attempt any 8)**

- 1) \_\_\_\_ mix is a combination of different promotional channels that are used to communicate the marketing message.  
(a) Dealer (b) Political  
(c) Social (d) Promotional
- 2) A free product given to customers to encourage trial and purchase refers to a \_\_\_\_\_.  
(a) rebate (b) sample  
(c) point of purchase display (d) frequent user incentive
- 3) Under \_\_\_\_ advertising, the organisation does not advertise its core product directly but does so in disguise.  
(a) topical (b) social  
(c) reminder (d) surrogate
- 4) \_\_\_\_ is any distortion or interference with the reception of the message which might come from any of the communication elements or from outside.  
(a) Noise (b) Message  
(c) Channel (d) Media
- 5) \_\_\_\_ is the repeat purchase in favour of a particular product.  
(a) Brand loyalty (b) Brand image  
(c) Brand awareness (d) Brand positioning
- 6) QR code stands for \_\_\_\_ code.  
(a) Quick Recall (b) Quick Response  
(c) Quick Reaction (d) Quick Recovery
- 7) In 1961, Russell Colley developed the \_\_\_\_ model.  
(a) CSR (b) DAGMAR  
(c) AIDA (d) IMC

8) \_\_\_\_ is done through testing, monitoring and measurement.

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|------------------|----------------|
| (a) Stimulation  | (b) Publicity  |
| (c) Presentation | (d) Evaluation |

9) A \_\_\_\_ contains valuable information about different current events.

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|-----------------|-------------------|
| (a) poster      | (b) wall painting |
| (c) transmitter | (d) newspaper     |

10) \_\_\_\_ is a form of direct marketing in which the sales associates places calls to gain new customers or to retain the current ones.

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|------------------------|-------------------|
| (a) Direct Mail        | (b) Sponsorship   |
| (c) Internet Marketing | (d) Telemarketing |

**(B) State whether the following statements are true or false. ( Attempt any 7) (07)**

- (1) The letter 'A' in POPAI stands for 'advertising'.
- (2) Public relations apply to public sector companies only.
- (3) Trade fairs and exhibitions attract large crowds in a common area.
- (4) Publicity refers to non-personal communication.
- (5) The AIDA model was developed by Elmo Lewis.
- (6) The primary role of IMC is 'to communicate'.
- (7) Standard marketing test is widely used for testing the majority of products.
- (8) The first step of the DAGMAR model is conviction.
- (9) Exaggerative advertisements denote puffery.
- (10) The rapid growth of the internet is responsible for the growing importance of direct marketing.

Q.2 (a) What is communication? Elaborate on the communication process with a diagram. (15)  
OR

Q.2 (b) What is IMC? List and explain its features. (08)  
(c) Elucidate the IMC planning process. (07)

Q.3 (a) What is advertising? Explain its characteristics. (15)  
OR

Q.3 (b) Explain the tools of public relations. (08)  
(c) Discuss the reasons for the growth of sales promotion. (07)

Q.4 (a) Elaborate on the unethical practices in marketing communication. (15)  
OR

Q.4 (b) Describe the advantages of internet marketing. (08)  
(c) Explain the evaluation process of IMC. (07)

Q.5 (a) What is personal selling? Discuss the advantages and disadvantages of personal selling. (15)  
OR

4.5 (b) Write short notes on ( Attempt any 3)

(15)

- (1) AIDA model
- (2) Covert advertising
- (3) Sponsorships
- (4) Advertising on the internet
- (5) Social Media Marketing

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