

Section A: Each part of this question carries one mark
Encircle the correct answer

1.5x10=15

Q1. The marketing mix does not consist of:

- a) Products
- b) Pricing systems
- c) Distribution systems
- d) Budget System

Q2. The promotions mix consists of:

- a) Advertising
- b) Sales promotions
- c) Personal selling activities
- d) All of the above

Q3. The following is (are) non-verbal communication

- a) Facial expression
- b) Appearance
- c) Posture
- d) All of the above

Q4. *Reach* and *frequency* are aspects of which part of an advertising plan?

- a) Selection of a copy platform
- b) Determination of a media timing pattern
- c) Setting of sequential objectives
- d) Setting of the campaign budget

Q5. All of the following methods are used to budget advertising expenditures except

- a) Case-rate budgeting
- b) Task-method budgeting
- c) Percentage-of-industry budgeting
- d) Alternate-year budgeting

Q6. The whole concept of achieving success begins with how you _____

- a) Behave
- b) Think
- c) Work
- d) All of the above

Q7. What is one disadvantage of a point-of-purchase (POP) promotion display?

- a) The displays are not seen by enough people
- b) It seldom induces impulse buying among the intended audience.
- c) There is no practical way to audit the "circulation" of the display.
- d) It is not as efficient as other forms of sales promotion.

Q8. A magazine is implementing a special promotion to regain readers in a metropolitan city who have let their subscriptions drop. Which of the following segmentation criteria defines this market?

- a) Geographic - Psychographic
- b) Demographic - Geographic
- c) Psychographic - Demographic
- d) Behavioristic - Geographic

Q9. What formula is used to determine media cost per thousand?

- a) $CPM = \text{cost of media} \times 1000 \text{ divided by number of circulation}$
- b) $CPM = \text{circulation divided by cost of media}$
- c) $CPM = \text{number of circulation divided by cost of media} \times 1000$
- d) It depends on the media.

Q10. Promotional tools include:

- a) Database and direct response marketing programs
- b) Consumer and trade promotions
- c) Public relations
- d) All of the above

Section B: Answer any five questions
Each question in this section carries six marks

8x5=40

Q1. Design a copy Ad for:

- a) Any University PG course
- b) Newsletter front page (Corporate MNC)

Q2. What Media Vehicles can be used for Internal Communication in a business organization? Discuss any one of them.

Q3. Define Brand Management. Discuss its objectives.

Q4. Write short notes in **any three**

- a. Database
- b. AIDA Model
- c. Reach and Frequency
- d. Image Repair theory

Q5. Write short notes on **any three**

- a) Advertising design
- b) Marketing strategy
- c) Media Plan
- d) Positioning

Q6. What do you mean by Brand?

Q7. Define internal/external publics.

Q8. What are the four parts of the marketing mix?

Q9. What are the main components of advertising?

Q10. Lists the primary steps required to create a communication plan.

Section C: Answer any three questions
Each question in this section carries fifteen marks

15x3=45

Q11. What are the areas of focus of Advertising plan? How does it help the corporates achieve the marketing objectives?

Q12. What is the code of ethics in Advertising? Comment on Self-Regulation in Advertising.

Q13. 'Economic benefits are derived from advertising if increases in total revenue are greater than expenditures generated by the ad campaign.' Discuss

Q14. List some most important global trends in Corporate Communications.

Q15. *'Being local—striving to connect in tangible and intangible ways to the local environment and customers—provides at least two benefits. First, it allows customers to take pride in successful local companies and express that pride in their purchasing patterns. It can be rewarding for an American to buy an American car or for a Kansas City native to bank with a firm intimately involved in the community. Second, such firms can relate to the customer by providing a look and feel and brand position that is attuned to the local culture. Lone Star Beer is unambiguously a Texas beer and built its brand around that concept.*

Being global—having global visibility, aspirations, and reach—has several potential advantages. There is prestige attached to a brand that has made it globally. People everywhere are likely to recognize and respect the brand and, by extension, the customer using that brand. Further, there is an implication that if it is successful on a global stage, it must also deliver innovation and quality products and services. One challenge is to reap the benefits of a global image without appearing distant and bureaucratic.' –

Elucidate your understanding of the passage, keeping in mind important aspects like orientation and positioning.