

10. The promotional mix element that allows for the most immediate and precise feedback from the customer is:
- a. Advertising.
 - b. Sales promotion.
 - c. Direct marketing.
 - d. Personal selling.

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the term Marketing.
OR
b Discuss Marketing Segmentation.
- 12 a Classify 5 stages of consumer buying process.
OR
b "Advertising plays a major role in sales promotion" – Justify.
- 13 a Explain the scope and importance of market research.
OR
b "Creativity gives more attraction to advertisement" – Discuss.
- 14 a Explain the advantages of Direct marketing.
OR
b Discuss on Corporate advertising.
- 15 a Explain the role of print media in advertising.
OR
b State the principles of broadcast media.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

- 16 a Explain marketing plan and its characteristics.
OR
b Illustrate the IMC model and its role in marketing.
- 17 a Enumerate the structure of AD agency.
OR
b Discuss the term communication process.
- 18 a "Online advertising becomes more popular during covid" – Elucidate.
OR
b Elucidate the basic elements of creative strategy.
- 19 a Differentiate mobile advertising with television ad.
OR
b Analyze the role of Public relations in creating brand image.
- 20 a Discuss on 1. Media plan 2. Budget determination.
OR
b Analyze the legal issues to be considered while creating television ads.