

(AUTONOMOUS)

(Fourth Semester)

## ADVERTISING & MARKETING

**Maximum: 75 Marks**

**Answer ALL questions**

$$(10 \times 1 = 10)$$

**Cont...**

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the role of advertsing.	K2	CO1
	(OR)			
	11.b.	Describe the main functions of advertsing.		
2	12.a.	Explain the importance of Public Service Announcement.	K2	CO1
	(OR)			
	12.b.	Write a note on: ASCI and AAAI.		
3	13.a.	Describe the main objectives of marketing.	K2	CO1
	(OR)			
	13.b.	Explain the elements of communication process.		
4	14.a.	Write a brief note on Marketing mix.	K2	CO1
	(OR)			
	14.b.	Explain the importance of marketing psychology.		
5	15.a.	Describe the characteristics of market segmentation.	K2	CO1
	(OR)			
	15.b.	Write a brief note on product life cycle.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate Maslow's Hierarchy of Needs theory and its relevance in advertising and marketing.	K4	CO4
2	17	Explain the different types of advertising with suitable examples. Discuss their impact on consumer behavior.	K4	CO3
3	18	Discuss the marketing environment and explain the micro and macro factors that influence marketing decisions with examples.	K4	CO2
4	19	Explain the concept of marketing research, its importance, and the different types of marketing research with suitable examples.	K4	CO1
5	20	Discuss the ethical and moral issues in advertising and marketing. Provide examples to illustrate their impact on consumers and businesses.	K4	CO2

Z-Z-Z

END