Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Ques. No. 1 is Compulsory and attempt two questions from each section. All questions carry equal marks.

1(a) How marketing is different from selling? Explain briefly.
(b) What are marketing communication objectives?
(c) What do you mean by advertising creativity?
(d) What is unique selling proposition?
(e) Define briefly DAGMAR approach? [5 x 4 = 20]

SECTION-A

2. Discuss the importance of Integrated Marketing Communication programme. [20]
3. Explain the impact of advertising on society in the light of social responsibility of Advertising. [20]
4. Discuss the importance & factors affecting communication mix in present Indian Scenario with suitable examples. [20]

SECTION-B

5. “Creativity is the essence of advertising”. Explain. [20]
6. Mention the new trends in advertising & advantages of contemporary advertising as compared to traditional advertising. [20]
7. What do you understand by global advertising? Explain the tests used for measuring advertising effectiveness. [20]