



KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Hons.) C&B 2015 Admission
VI Semester Final Examination- June -2018

Mmgt.3210

Marketing Communication (1+1)

Marks: 50
Time: 2 hours
(10x1=10)

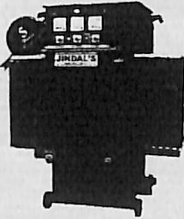
I Expand the following

- 1 IMC
- 2 GRP
- 3 ASCI
- 4 ABC
- 5 FMCG

Fill in the blanks

- 6 ----- is a non-media advertising tool.
- 7 ----- is the number of households that will be exposed to a message through a particular media vehicle over a set period of time.
- 8 Demonstration is a ----- technique.
- 9 POP Advertising promotes ----- buying.
- 10 Which type of appeal is used in the following advertisement.

YOU DON'T KNOW
HOW MUCH YOU ARE LOSING
ON ACCOUNT OF HIGH VOLTAGE
IF YOU ARE GETTING MORE THAN
230 VOLTS SINGLE PHASE - 400 VOLTS THREE PHASE
Then you can save substantial amount of money by installing
JINDAL'S
**INDUSTRIAL AUTOMATIC
VOLTAGE CONTROLLER**



• Reduction on breakdown of
Electrical equipments
• Uniform quality of End Product
• Improvement in Power factor
• Reduction in Power Bills
• Reduction in MDI
• Depreciation @100%
• 5 Year unconditional Guarantee
Head Office & Works
**JINDAL ELECTRIC &
MACHINERY CORPORATION**
C-57, Focal Point, Ludhiana-10
Phone - 0161-670250, 676890, 676968
Fax-0161-670252

100 TO 1500 KVA

II Write Short notes on any FIVE of the following

(5x2=10)

- 1 What is sales promotion? Name any four sales promotion tools.
- 2 State the characteristics of a good advertisement copy.
- 3 What is slogan? Give the attributes of a good slogan.
- 4 What are the salient features of Publicity?
- 5 List out any four factors affecting Promotion mix.
- 6 Differentiate between Push and Pull strategies.
- 7 Give the qualities of a Professional salesman.

III Answer any FIVE of the following.

(5x4=20)

- 1 Explain the AIDAS model for setting advertising objectives.
- 2 Name any two out-door media and describe them.
- 3 Explain briefly the major objectives of marketing communications.
- 4 Describe the methods of Compensating advertising agencies.

- 5 State the advantages of Personal selling.
- 6 Examine the factors influencing advertising budget.
- 7 Define 'Public relations' .What are the advantages of an in-house Public relations department?

IV Write an essay on any ONE of the following (1x10=10)

- 1 What is an advertising agency? What are the different types of agencies? Explain the functions of an advertising agency.
- 2 What is personal selling? Explain the process of personal selling.
