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**S – 6931**

**Reg. No. :** .....

**Name :** .....

**Third Semester M.Com. Degree Examination, February 2024**

**Elective: Marketing**

**Paper IV : CO 234 M MARKETING COMMUNICATION**

**(2018 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **all** questions. Each carries **2** marks.

1. What is meant by advertising appeal?
2. Who are the participants in advertising?
3. What is meant by an advertisement copy?
4. What is DAGMAR Approach?
5. What are disadvantages advertisement budgeting?
6. What can be measured with an advertising pre-test?
7. What are the advantages of corporate advertising?
8. What is cooperative advertising?
9. What is branding?
10. What is a brand audit?

**(10 × 2 = 20 Marks)**

P.T.O.



## SECTION – B

Answer any **five** questions. Each question carries **5** marks.

11. Bring out the objectives of IMC.
12. Which are the non personal communication channels in IMC?
13. Which are the various factors considered while comparing effectiveness of various advertising media?
14. Which are the different creative advertising ideas?
15. What are the principles of advertising design and layout?
16. What are the features of public relations, in marketing?
17. What are the different kinds of brand?
18. Which are the different ways to measure brand equity?

**(5 × 5 = 25 Marks)**

## SECTION – C

Answer any **two** of the following questions. Each question carries **15** marks.

19. Explain the services rendered advertising agency. Which are the factors affecting the selection of advertising agency?
20. Evaluate the different types of advertising media.
21. Explain and evaluate the different advertising budget methods.
22. Explain and evaluate different types of direct marketing.

**(2 × 15 = 30 Marks)**

