

APRIL 2021

**65174/KDACD**

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. How publicity used in marketing?
2. Give example of. integrated marketing communication (IMC).
3. What is the Need of marketing strategy?
4. What do you understand by Salesmanship?
5. Write a note on communication process.
6. What is meant by Home media?
7. What is a media objective?
8. What does a media plan include?
9. What is salesmanship in print?
10. What is interactive media used for?
11. What is the role of public relations?
12. Why Personal selling is important?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. State the important objectives of Public Relations?
14. What are the four basic marketing strategies?
15. What are the target market strategies?
16. Explain the DAGMAR approach of objectives of advertising.
17. State the benefits of print media.
18. Salemanship is an art or science. Discuss.
19. Explain the reasons for the need of personal selling.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Enumerate the components of integrated marketing communication in marketing process.
21. Discuss the evaluating social, ethical and economical aspects of advertising.

22. Explain the factors determining the selection of right channel.
  23. Discuss the importance of advertising budget.
  24. Elucidate the essential qualities required for effective salesmanship.
  25. Explain the benefits of personal selling.
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