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BDFDE 386

**Choice Based Credit System VI Semester B.Sc. (FD)
Examination, September 2022
(2021 – 22 Batch Onwards)
MARKETING AND ADVERTISING MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

PART – A

I. Answer **any three** of the following :

(3×15=45)

- 1) Define marketing. Discuss the functions of marketing research.
- 2) In detail explain the process in new product development.
- 3) Explain in detail the process of evaluating effectiveness of an advertisement.
- 4) Outline briefly the trends in advertising.

PART – B

II. Answer **any five** of the following :

(5×9=45)

- 5) Briefly discuss the scope and uses of marketing research.
- 6) Define MIS. List out the functions of MIS.
- 7) How to analyse the Competitor's strength and weakness ? Explain the same.
- 8) Discuss briefly advertising layout.
- 9) Enumerate the uses of database in one to one marketing. Briefly.
- 10) What are the assumption in measuring effectiveness of advertisement ?
- 11) Discuss the response of social organizations to advertising.

P.T.O.



PART – C

III. Write short note on **any five** of the following.

(5×6=30)

- 12) a) Elements of marketing research.
 - b) Brand to brand competition.
 - c) Relationship between model and product.
 - d) Internet marketing.
 - e) Recall test.
 - f) Elements of good advertisement copy.
 - g) Importance of marketing.
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