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**COER University****END SEMESTER EXAMINATION, EVEN SEM 2022-23**

Time

: 3 hours

Total Marks : 100

Program Name : MBA

Semester : IV

Course Name : Marketing Communication &amp; Advertising

Course Code : SOE610

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Classify the different types of communication channels, and how do they impact the communication process?	CO 1	2
(b)	Discuss the impact of social media on the communication process in marketing.	CO 1	2
(c)	Discuss how does different communication channels impact the effectiveness of marketing communication?	CO 1	2
(d)	Discuss surrogate advertising? Give examples.	CO 1	2
(e)	Explain the role Communication Process in Corporate Image Building.	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Analyze the social and economic aspects of advertising, and how do they impact society?	CO 2	4
(b)	Analyze the legal and regulatory considerations that should be taken into account in advertising.	CO 2	4
(c)	Analyze the future trends in advertising, and how will they impact the advertising industry?	CO 2	4
(d)	What is advertising effectiveness? Discuss the methods of research to measure advertising effectiveness.	CO 2	4
(e)	Discuss the objectives and functions of advertising agencies.	CO 2	4

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Illustrate the DAGMAR approach to setting advertising objectives, and how does it differ from other approaches?	CO 3	3
(b)	Demonstrate what is message design, and how is it used in advertising?	CO 3	3
(c)	Illustrate how can visualization be used to enhance the effectiveness of advertising messages?	CO 3	3
(d)	Explain why a company would use an advertising agency and describe the major functions performed by a full-service agency.	CO 3	3
(e)	Name and describe the three critical elements media planners must consider in setting specific media objectives.	CO 3	3

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Examine how does advertising objectives impact media planning, and what factors should be considered when selecting media?	CO 4	4
(b)	Examine the role of social media in media planning, and how is it different from traditional media?	CO 4	4
(c)	Analyze how is advertising budget determined, and what factors are taken into account?	CO 4	4

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Interpret how can advertising be used to promote social causes and address social issues?	CO 5	2
(b)	Explain how can advertising be used to promote social justice and equality, and what are the challenges in doing so?	CO 5	2
(c)	What Contribution advertising makes to Economic Development and the standard of living of the country? Explain it.	CO 5	2

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