



ARKA JAIN University, Jharkhand

3rd Semester Final Examination – 2018-19

Subject: **MARKETING COMMUNICATION**

Time: 3 Hours

Course: MBA
Full Marks: 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Three Parts –A, B & C
- Part-A & D are compulsory.
- Part- B contains SIX questions out of which FOUR questions are to be answered.
- Part- C contains SIX questions out of which THREE questions are to be answered.

Q1) All Question are compulsory :-

(1x10=10)

A) State whether the following statement are true or false:-

- Communication is an essential part of every organization.
- Encoding is the process of translating the message in a medium which is not suitable for transaction.
- The objective of communication is to provide accurate and complete information.
- Any wrong translation may lead to the semantic barrier in communication.
- Source of verbal information include Radio and television reports.
- Social media is an emerging tool of marketing communication.
- The communication model provides a very useful framework for understanding promotion.
- Sandwich man is a kind of outdoor advertising.
- The most important element of advertising copy is its headline.
- Sales promotion has the shortest life impact as a promotion tool

B) Answer in brief the following question: -

(5x2 = 10)

- Discuss the important of communication in marketing.
- Explain the role of noise in communications.
- What is AIDA Model?
- What is digital marketing?
- Defines ethics and morals.

PART B

Q2). Answer any four questions.

(5x4 = 20)

- Discuss the objective of communication.
- What is FCB planning Grid Model?
- Explain the difference types of Advertising.
- What are the four part of marketing mix?
- Explain the ethical issues of Advertising?
- Explain the quantitative factors in media selection.

PART C

(10x3=30)

Answer any three questions.

- Q3). Define communication. How does it play a crucial role in marketing and business?
- Q4). Define advertising management. What steps should be taken in selecting an advertising agency.
- Q5). What is a media strategy? How does it relate to the creative brief and overall 9 MC program?
- Q6). Explain the major advantage and disadvantages of television advertising.
- Q7). What is corporate social responsibility? How is it related to public relation activities?
- Q8). Define ethics. Identify the types of ethical complaints that are raised regarding advertising.