

IM.B.A. in BM/IB/APR/BI Sem.-6 Examination

APR

FoA

Time : 2-30 Hours]

April-2025

[Max. Marks : 70

- Instructions :**(1) This paper contains **FIVE** questions.
 (2) All questions are compulsory.
 (3) Question No.2, 3, 4 have internal options.
 (4) Figures in the right side in parenthesis indicate marks.

- Q:1** Explain the following terms: (Any 7) **(14)**
1. Social Listening
 2. U.S.P.
 3. Outdoor Advertising
 4. Polycentric Approach
 5. Creative Boutique
 6. Product Standardization
 7. O.R.M.
 8. Sales Promotion
- Q:2** Compare among PR, Publicity and Corporate Advertising. **(14)**
- OR**
- Q:2 (A)** Write a note on international advertising. **(07)**
(B) Explain any five ways of digital marketing in brief. **(07)**
- Q:3** Write a detailed note on advertising mix with examples of each. **(14)**
- OR**
- Q:3 (A)** Write a note on ethnocentric and geocentric framework. **(07)**
(B) Explain any three key strategies of creating customer loyalty and attention through advertising. **(07)**
- Q:4** Explain in detail about the factors affecting advertising with suitable examples. **(14)**
- OR**
- Q:4 (A)** Define advertising agency and explain its role. **(07)**
(B) Write a note on creative strategy. **(07)**
- Q:5** Explain the meaning and objectives of advertising along with its role in marketing mix. **(14)**
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