

School of Finance and Commerce

**Bachelor of Business Administration in Financial Investment Analysis
Semester End Examination - Aug 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem V - H1UA503T - Marketing Communication*General Instructions*

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

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|-----|---|--------|
| 1) | Describe Marketing communication in brief. | K1(2) |
| 2) | Discuss various objectives of media strategy in business today. | K2(4) |
| 3) | Discuss media strategy and various aspects of it. | K2(6) |
| 4) | Demonstrate median planning and its process which are in practice today. | K3(9) |
| 5) | Apply various advantages and disadvantages of advertisement with examples. | K3(9) |
| 6) | Develop factors affecting promotion today in businesses. | K5(10) |
| 7) | Analyse various types of advertisement with suitable examples. | K4(12) |
| 8) | Correlate the AIDA model with real-life examples. | K5(15) |
| 9) | Correlate AIDA model with examples. | K5(15) |
| 10) | Validate the features and objectives of the advertisement with suitable examples. | K6(18) |