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BFD FDC 356

Credit Based VI Semester B.Sc. (FD) Examination, September 2022
MARKETING AND ADVERTISING MANAGEMENT

Time : 3 Hours

Max. Marks : 120

PART – A

- I. Answer **any 3** of the following. **(3×15=45)**
- 1) What is marketing research ? Explain the steps and functions of marketing research. **(3+12)**
 - 2) Explain the importance and functions of marketing information systems.
 - 3) What is advertising layout ? Discuss the contents in advertising layout.
 - 4) Explain in detail the steps involved in new product development.

PART – B

- II. Answer **any 5** of the following. **(5×9=45)**
- 5) Explain the scope of marketing research.
 - 6) Differentiate between the market concept and industry concept of competition.
 - 7) Explain the process of evaluating advertising effectiveness.
 - 8) Explain the various ways to balance customers and competitors in market.
 - 9) Discuss the importance of models in advertising.
 - 10) Write a note on the recent trends in advertising.
 - 11) Discuss usage of database one-on-one marketing.

PART – C

- III. Answer **any 5** of the following. **(5×6=30)**
- a) Marketing strategy development.
 - b) Recall test.
 - c) Brand competition.
 - d) Idea generation.
 - e) Internet marketing.
 - f) Creative aspects of advertising.
 - g) Marketing mix.
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