



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 1

Course

MBA

Semester

3

Total Marks:

15

Practices in Advertisement

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** Discuss the legal and ethical aspects of Advertising.
- B.** What is the role of IMC? Do you think, it can be more effective than conventional approaches to communicate with consumers?
- C.** What are the interpersonal communications barriers? Discuss the essentials of good Communication System.

Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)

- A.** What is aiding?
- B.** Define verbal communication.
- C.** Publicity
- D.** Explain Channel.
- E.** Innovation



**SURESH
GYAN VIHAR**
UNIVERSITY
Accredited by NAAC with 'A' Grade

INTERNAL ASSIGNMENT - 2

Course	MBA	Practices in Advertisement
Semester	3	
Total Marks:	15	

Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)

- A.** What are the Barriers to Communication? How these can be solved?
- B.** What do you mean by Social Marketing Communication? What are the social issues?
- C.** What is Listening Process? What are the hindrances to the Listening Process? Discuss the essentials for Good Listening.

Write short notes on all of the following topics (1 mark each - Word limit - 100)

Q.2.

- A.** What is Trade Cry?
- B.** Explain Advertisement.
- C.** Discount
- D.** Define Horizontal Communication.
- E.** Explain medium.