



## INTERNAL ASSIGNMENT - 1

<b>Course</b>	<b>MBA</b>	<b>Fundamental of Advertising</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

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

**A.** What is Integrated Marketing Communication?

**B.** Describe the different strategies for packaging in detail.

**C.** What are the major steps used to create a media plan?

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

**A.** Define marketing process.

**B.** What is marketing management?

**C.** What is marketing mix?

**D.** What is brand vision?

**E.** Define Segmentation.



**INTERNAL ASSIGNMENT – 2**

<b>Course</b>	<b>MBA</b>	<b>Fundamental of Advertising</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

<b>Q.1.</b>	<b>Write answers for any two questions from below. (5 marks each – Word limit – 500)</b>
<b>A.</b>	How appropriate scheduling helps an organization in reaching out to its consumers.
<b>B.</b>	What is Advertising Budget? Explain briefly.
<b>C.</b>	What are various strategies undertaken for packaging.
<b>Q.2.</b>	<b>Write short notes on all of the following topics (1 mark each - Word limit - 100)</b>
<b>A.</b>	Define media scheduling
<b>B.</b>	Define media objectives
<b>C.</b>	Define nature of demand.
<b>D.</b>	Define primary demand stimulation.
<b>E.</b>	What is post purchase evaluation?