



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

INTERNAL ASSIGNMENT - 1

Course	MBA	Fundamentals of Advertising
Semester	3	
Total Marks:	15	

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

- A. How appropriate scheduling helps an organization in reaching out to its consumers.
- B. What are the variables responsible for brand valuation?
- C. What is the relationship between Media Scheduling and Media Selection?

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

- A. What is print media?
- B. Define orientation.
- C. Define DUNLOP.
- D. Define marketing strategy.
- E. What is generic product?



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INTERNAL ASSIGNMENT - 2

Course	MBA	Fundamentals of Advertising
Semester	3	
Total Marks:	15	

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

- A. Enlist the various types of brand. What are the essential elements of a strong brand?
- B. Describe the Segmentation Process in detail.
- C. Write an essay on the topic of "INDIAN media scenario regarding advertising".

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

- A. What is PLM business value?
- B. Define Execution.
- C. Explain DGMAR approach.
- D. Define communication mix.
- E. What is brand positioning?