

Part A -Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	<p>Define media planning.</p> <p>Media plan determines the <b>best way</b> to get the <b>advertiser’s message to the market</b> through <b>various media</b> vehicles.</p> <p>Goal of media planning is to <b>find combination</b> of <b>media</b> that enables the marketer to <b>communicate the message</b> in the most <b>effective manner</b> to the <b>largest number of potential clients</b> at the <b>lowest possible</b> cost.</p>	[03]	CO4	L1
(b)	<p>Explain the functions of direct marketing.</p> <ul style="list-style-type: none"> <li>• To get sales leads.</li> <li>• To help build new customer.</li> <li>• To retain or increase the business from existing customer.</li> <li>• To improve selection of market segment.</li> <li>• To stimulate repeat purchase.</li> <li>• To generate goodwill.</li> </ul>	[07]	CO2	L2
(c)	<p>Describe the steps of 'developing media plan.'</p> <p>Stages:</p> <ol style="list-style-type: none"> <li>1. Market Analysis.</li> <li>2. Establishment of objectives.</li> <li>3. Development of strategy and implementation.</li> <li>4. Evaluation and Follow-up.</li> </ol>	[10]	CO4	L2
2(a)	<p>Define direct marketing.</p> <p>It is selling method that establishes a one-to-one relationship with the customer.</p> <p>Any advertising activity which creates a direct relationship between you and your prospect or customer as an individual.</p> <p>Also called as ‘Dialogue marketing’ ‘Personal marketing’ ‘Relationship marketing’ ‘Database marketing.’</p>	[03]	CO2	L1
(b)	<p>Explain the important factors to be considered by media planners.</p> <ul style="list-style-type: none"> <li>• Stage in the product life cycle.</li> <li>• Breadth of the target market.</li> <li>• Re-purchase cycle.</li> <li>• Target market turnover.</li> <li>• Message creativity.</li> <li>• Product differentiation.</li> <li>• Competitor activity.</li> <li>• Consumer response.</li> </ul>	[07]	CO4	L2
(c)	<p>Discuss the various types of sales promotion strategies.</p>	[10]	CO2	L2

# Types of Sales Promotion Activities

## Consumer-Oriented

## Trade-Oriented



3(a)	<p>Define Ad Appeal.</p> <p>Used to attract the consumers to influence their feelings, and attitudes towards the product is called as advertising appeal.</p> <p>Something which moves the people, speaks of their wants, needs and excites their interest.</p>	[03]	CO4	L1
3(b)	<p>Explain media based and non media based advertising.</p> <ol style="list-style-type: none"> <li>Media based. POP Display, Advertising, Transit advertising, etc.</li> <li>Non-media based. Branding, Logos, Slogan, Packaging etc.</li> </ol>	[07]	CO4	L2
3(c)	<p>Describe the importance of public relations and tools of public relations.</p> <ul style="list-style-type: none"> <li><b>Press Release.</b></li> <li><b>Exclusive Stories.</b></li> <li><b>Company newsletter.</b></li> <li><b>Interviews and Press Conference.</b></li> <li><b>Sponsored Event.</b></li> </ul> <p><b>Importance:</b></p> <ul style="list-style-type: none"> <li>Promoting goodwill.</li> <li>Promoting product / service.</li> <li>To give information to internal employees (to reduce impact of rumor).</li> <li>Helps to overcome negative publicity.</li> </ul> <p>Ex: Bird flu, egg ad from NECC.</p> <ul style="list-style-type: none"> <li>Lobbying – NASSCOM pleads Govt. for tax concession.</li> <li>Give advice to management on public issues.</li> </ul>	[10]	CO2	L2
<b>Part B - Compulsory (01*10=10marks)</b>				
4	Film producer of KGF 2 is planning to release movie. By keeping covid-19 restriction in the			

mind and lockdown situation. Develop a media plan to release the KGF 2 movie successfully. <b>Electronic media</b> <b>DD.</b> <b>Pvt Satellite channels.</b> <b>Cinema.</b> <b>DART – Doordarshan audience research television rating.</b> <b>Digital marketing.</b> <b>Social media marketing.</b>  <b>Print Media</b> <b>Regional, National – English or vernacular.</b> <b>Magazines – Regional, National English or vernacular.</b>  <b>Outdoor / Other Media</b> <b>Bill boards</b> <b>Wall paintings</b> <b>POP Display</b> <b>Balloon advertising</b> <b>In-Stadium advertising.</b> <b>Transit advertising.</b>	[10]	CO4	L6
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Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5
CO1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	3				
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies.			3		2
CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.		3			2
CO4	Prepare advertising copy and design other basic IMC tools.	3				
Cognitive level	KEYWORDS					
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					
PO1–Theoretical Knowledge;		PO2–Effective Communication Skills;		PO3–Leadership Qualities;		
PO4 –Sustained Research Orientation;		PO5 –Self-Sustaining Entrepreneurship				

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