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Total No. of Pages: 01

Total No. of Questions: 08

Master of Arts (Journalism and Mass Communication)(Sem. – 3)

INTRODUCTION TO MARKETING

Subject Code: MAJMC306-18

M Code: 76742

Date of Examination : 14-12-22

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions, selecting at least ONE question from each section. FIFTH question can be attempted from any section.
2. Each question carries TWELVE marks.

SECTION-A

1. Define marketing and explain the importance of marketing.
2. Why is it important to formulate a marketing strategy? What are the different components of marketing strategy?

SECTION-B

3. Write in detail about the external and internal factors that comprise the marketing environment.
4. What are the different elements of brand management? Discuss the case study of a successful brand.

SECTION-C

5. How are prices regulated in the economy? What is inflation and why is it sometimes desirable?
6. How does selling take place at the point of purchase?

SECTION-D

7. What are the components of an advertising campaign? Explain them in detail.
8. Why is it important to advertise the products? How does it affect the sales of the product?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.