

13. a) Describe different types of advertisements
(OR)
b) Explain the role of advertising in the marketing mix with practical illustrations.
14. a) Explain different methods of preparing an advertising budget.
(OR)
b) Discover the role of marketing communication in marketing activities.
15. a) Illustrate how creativity improves the impact of advertisements.
(OR)
b) Describe the functions of advertising agencies in India.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Analyze the different types of sales promotion and explain the relevance of consumer and trade promotion.
(OR)
b) Evaluate the effectiveness of sales promotion strategies and practices adopted by FMCG companies
17. a) Assess the role of brand equity in achieving competitive advantage.
(OR)
b) Analyze the process of brand building on the Web and its impact on consumer engagement.
18. a) Evaluate ethical issues involved in advertising practices.
(OR)
b) Analyze the effectiveness of different types of advertisements in influencing consumer behavior.
19. a) Evaluate the DAGMAR approach in setting advertising objectives for a new product.
(OR)
b) Apply the steps involved in designing an effective advertising message.
20. a) Explain different types of media used for advertising.
(OR)
b) Critically evaluate the challenges faced by advertising agencies in India.

Ethical paper