

Code No. 23J116/NC/MKK

Nizam College (Autonomous)

Faculty Of Social Sciences

B.A., I Year, I-Semester Examinations, Jan-2023

Subject: Marketing

Paper : I (Marketing Communication and Fundamentals of Advertising)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6×5 = 30]

1. What is market? What is marketing? What is marketing strategy?
2. Explain consensus communication and its usefulness in marketing communications.
3. Differentiate between advertising and communication.
4. Write about non-commercial advertising?
5. What is an advertising campaign?
6. Explain the internal environmental factors affecting advertising decisions.
7. Explain commercial advertising in brief.
8. Differentiate between comparative and cooperative advertising.
9. Elucidate the steps involved in framing advertising expenditure.
10. Explain vertical communication.

Section – B

II. Answer the following questions using internal choice.

[5×10 = 50]

11. (a) What is communication? Explain barriers to communication and ways of overcoming them.

[OR]

(b) What is micro environment? Explain the factors of micro environment.

12. (a) Comment on the role and importance of marketing communications.

[OR]

(b) Explain briefly types of communication.

13. (a) Differentiate between rural and urban marketing using suitable examples.

[OR]

(b) Explain the contemporary issues of marketing scenario.

14. (a) What is the role of advertising in global marketing?

[OR]

(b) Differentiate between consumer and industrial advertisements and use illustrations to justify the difference.

15. (a) Explain briefly the methods of calculating advertising budget.

[OR]

(b) Write in detail about advertising campaign planning.

Nizam College (Autonomous)
Faculty Of Social Sciences

B.A., I Year, I-Semester Examinations, May-2023

Subject: Marketing

Paper : I (Marketing Communication and Fundamentals of Advertising)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6×5 = 30]

1. What is marketing mix? Briefly explain its elements.
2. Explain vertical communication and its usefulness in marketing communications.
3. Define marketing strategy in brief.
4. Write about classified advertising?
5. Explain the tools of advertising.
6. Explain the internal environmental factors affecting advertising decisions.
7. Why do you think marketing communications is important?
8. Differentiate between comparative and cooperative advertising.
9. Elucidate upon the factors influencing advertising expenditure.
10. What considerations have to be kept in mind while planning an advertising campaign?

Section – B

II. Answer the following questions using internal choice.

[5×10 = 50]

11. (a) What is communication? Explain communication process models using corporate examples.
[OR]
(b) What is macro environment? Why is it essential for marketers to study this environment?
12. (a) Explain the elements in marketing communication and the process of marketing communication.
[OR]
(b) Elucidate upon integrated marketing communications in the context of media choice.
13. (a) Define media. How do marketers do media analysis and make choice of media.
[OR]
(b) What are the objectives of advertising?
14. (a) Differentiate between consumer and industrial advertisements and use illustrations to justify the difference.
[OR]
(b) Explain the importance of Advertising.
15. (a) Explain in detail the steps involved in advertising campaign planning?
[OR]
(b) What is advertising budget? How is it drafted?

Nizam College (Autonomous)
Faculty of Social Sciences
B.A., I Year, I-Semester Examinations, December-2023

Subject: Marketing

Paper : I (Marketing Communication and Fundamentals of Advertising)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6 x 5 = 30]

1. Describe the Marketing Orientation.
2. In a business what are Communication Channels.
3. When it happened Grape vine Communication.
4. Overview of Advertising.
5. Is necessary of Downward Communication.
6. Scenarios of Modern Marketing.
7. Exercise of Global Marketing.
8. Is requiring of the Industrial Advertising.
9. Explain few Financial Budgets.
10. Define formal and informal communication.

Section – B

II. Answer the following questions.

[5 x 10 = 50]

11. (a) Explain the Advantages of Communication.
[OR]
(b) Explain the Significance of Communication in business.
12. (a) Describe the types of communication.
[OR]
(b) Differentiate between the Formal Vs Informal Communications.
13. (a) What are the fundamentals of Marketing.
[OR]
(b) Write a note on Modern Marketing Concepts.
14. (a) Define Advertising. What are the functions of Advertising?
[OR]
(b) Briefly explain about the Consumer and Industrial Advertising.
15. (a) Explain in detail the steps involved in preparing budget.
[OR]
(b) Write a case study in Advertising what do you know.

Nizam College (Autonomous)
Faculty of Social Sciences
B.A., I Year, II-Semester Examinations, May-2023
Subject: Marketing
Paper : II (Advertising Agency)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6 × 5 = 30]

1. Write briefly about the importance of advertising agency.
2. Explain Indoor media? Explain different methods?
3. What are the various types of display media?
4. How do you think interior decoration and window display are useful in advertising?
5. What are the reasons for using sales promotion tools?
6. How are public relations useful in promotions?
7. Comment on the disadvantages of advertising?
8. Write about pulsing and flighting.
9. Explain in detail using suitable example coupon response method of pre-testing.
10. Why advertising effectiveness should be measured?

Section – B

I. Answer the following questions using internal choice.

[5 × 10 = 50]

11. (a) What functions do you think are performed by an advertising agency?
Explain with suitable examples.
[OR]
(b) How did the concept of advertising evolve? What is its relevance in Indian market?
12. (a) Give a detailed classification of advertising media.
[OR]
(b) Explain any two indoor and any two outdoor media used for advertising.
13. (a) What is meant by sales promotion? What are its features?
[OR]
(b) How do you explain the relationship between advertising and publicity?
14. (a) Define media planning. What factors influence media planning?
[OR]
(b) Explain in detail and using suitable examples any two methods of media scheduling.
15. (a) What do you mean by pre-testing? Explain its methods.
[OR]
(b) What is meant by post testing? Explain its methods.

Code No. 23J316/SEC/NC/MKT

Nizam College (Autonomous)
Faculty Of Social Sciences
B.A., II Year, III-Semester Examinations, Jan-2023
Subject: Marketing
Paper : Elements of Entrepreneurship (SEC-1)

Time: 2 Hrs

Max. Marks: 40

Section – A

I. Answer any *FOUR* of the following questions

[4 × 4 = 16]

1. Explain the classification of entrepreneurs.
2. Define feasibility report? Why is it important in drafting feasibility report?
3. Explain the techniques of market survey in brief.
4. How did entrepreneurship evolve in India?
5. Explain Air pollution in brief.
6. What is meant by PERT? How is it different from CPM?
7. Who prepares feasibility reports?
8. Define need of Entrepreneur.

Section – B

II. Answer the following questions using internal choice.

[3 × 8 = 24]

9. (a) Define entrepreneurship. Why is it needed?

[OR]

(b) Explain any two types of entrepreneurs and explain them in detail using examples from Indian corporate?

10. (a) What is PERT? Why is this technique used?

[OR]

(b) Explain the difference between PERT and CPM?

11. (a) What does a feasibility report contain? How can an effective report be created?

[OR]

(b) Explain the different types of environmental issues we have in society.

Code No. 23M316/NC/MKT

Nizam College (Autonomous)
Faculty Of Social Sciences
B.A., II Year, III-Semester Examinations, May-2023
Subject: Marketing
Paper : III (Personal Selling and Media Management)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6×5 = 30]

1. Explain the functions of Salesmanship.
2. Define Salesmanship.
3. What is the importance of media research?
4. Comment on the usefulness of in-flight media.
5. What factors affect choice of media?
6. Explain the objectives of sales organisation.
7. What are the limitations of personal selling?
8. Explain the structure of a sales organisation.
9. Explain the scope of personal selling.
10. Explain the need for media mix.

Section – B

II. Answer the following questions using internal choice.

[5×10 = 50]

11. (a) Define personal selling. What are its objectives?

[OR]

(b) What do you understand by psychology of selling? What are its principles?

12. (a) Give in detail the classification of salesmen.

[OR]

(b) Explain the advantages and disadvantages of Salesmanship.

13. (a) Explain in detail any two techniques of media research.

[OR]

(b) Explain the importance of media research.

14. (a) What is a media strategy? What are its components?

[OR]

(b) Explain the advantages and disadvantages of media.

15. (a) What is a sales organisation? What are its functions?

[OR]

(b) Explain the procedure for setting up a sale organization.

Nizam College (Autonomous)
Faculty of Social Sciences
B.A., II Year, III-Semester Examinations, December-2023
Subject: Marketing
Paper : III (Personal Selling and Media Management)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6 x 5 = 30]

1. Selling.
2. Personal selling.
3. Research.
4. Media choice.
5. Media strategy.
6. Sales Organization.
7. Media research.
8. Online media.
9. Duties of salesmen.
10. Objectives of sales organization.

Section – B

II. Answer the following questions.

[5 x 10 = 50]

11. (a) Explain the nature of Personal Selling.

[OR]

(b) Explain the advantages of personal selling.

12. (a) Explain the merits and demerits of salesmanship.

[OR]

(b) Explain the evolution of salesmanship.

13. (a) Discuss the role of media research.

[OR]

(b) Explain the tools of media research.

14. (a) Write the components of media strategy.

[OR]

(b) Explain the need for a media mix.

15. (a) Write the features of the sales organization.

[OR]

(b) Explain the functions of sales organization

Nizam College (Autonomous)

Faculty of Social Sciences

B.A., II Year, IV-Semester Examinations, May-2023

Subject: Marketing

Paper : IV (Digital Marketing and International Advertising)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6 × 5 = 30]

1. Why is digital marketing important?
2. What do you understand by search engine optimisation?
3. Define and explain using suitable examples an affiliate blog.
4. List the various mobile marketing tools.
5. What legal challenges do firms face while marketing digitally?
6. Do you think there is a need for regulating digital marketing? Why?
7. Explain International Advertising? Give reasons.
8. What are the objectives of international marketing?
9. Write the techniques of persuasion.
10. Explain online communities in brief.

Section – B

II. Answer the following questions using internal choice.

[5 × 10 = 50]

11. (a) What is your understanding of digital marketing? What are the different types of digital marketing?
[OR]
(b) Comment on the challenges and opportunities of digital marketing.
12. (a) What is PPC marketing? If you were an online gaming company, how would you use PPC marketing to promote your brand?
[OR]
(b) What is a blog? What are its types? Explain its role in digital marketing?
13. (a) Explain the regulatory frame work for digital marketing in India.
[OR]
(b) Do you think there should be a law for governing digital marketing practices of company? Why?
14. (a) What are the various advertising decisions that a company needs to take for international advertising?
[OR]
(b) Define international advertising. Explain its importance using suitable illustrations.
15. (a) Define persuasion. Explain the process of persuasion?
[OR]
(b) What criteria is adopted for selecting advertising for international advertising if you were seller of a muesli brand?

Nizam College (Autonomous)

Faculty Of Social Sciences

B.A., III Year, V-Semester Examinations, May-2023

Subject: Marketing

Paper : V (Elements of Entrepreneurship Development)

Time: 3 Hrs

Max. Marks: 80

Section – AI. *Answer any SIX of the following questions.*

[6 × 5 = 30]

1. Distinguish between Entrepreneur and Entrepreneurship.
2. What are the skills of Entrepreneurship?
3. Why is Marketing Survey done?
4. Describe the types of market survey.
5. Explain the elements of SWOT analysis.
6. Define CPM.
7. Bring out the importance of location of an enterprise.
8. Qualities of Entrepreneur.
9. Explain the characteristics of Small Scale Enterprises.
10. Why is feasibility study important?

Section – BII. *Answer the following questions using internal choice.*

[5 × 10 = 50]

11. (a) Who is an Entrepreneur? Describe the qualities and types of Entrepreneurs.
[OR]
(b) Explain the factors influencing Entrepreneurial growth in India.
12. (a) Define Market Survey. Discuss the process of conducting a market survey.
[OR]
(b) Distinguish between PERT and CPM as techniques of Market Survey.
13. (a) What is Project? Explain the criteria for selecting a particular project.
[OR]
(b) How is SWOT analysis useful in innovation?
14. (a) Describe the factors influencing the location of projects.
[OR]
(b) What are the environmental problems encountered in project location? What measures you suggest to overcome them?
15. (a) Define Small Scale Industry. Discuss the steps involved in setting up a Small Scale Industry.
[OR]
(b) Explain the guidelines for preparation of feasibility report.

Code No. 23J516/NC/MKK

Nizam College (Autonomous)
Faculty Of Social Sciences
B.A., III Year, V-Semester Examinations, Jan-2023
Subject: Marketing
Paper : V GE (Marketing Communications)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any SIX of the following questions.

[6 × 5 = 30]

1. Explain the importance of Communication.
2. What is Marketing Strategy? Give example.
3. Describe the elements of Marketing Communication Mix.
4. What do you understand by Consensus Communication?
5. Distinguish between Rural Marketing and Urban Marketing.
6. What are the elements of Advertising?
7. Explain the effective functions of Advertising.
8. What is Primary Demand Advertising?
9. Why is Advertising Media important?
10. Outline the tips to create effective window display.

Section – B

II. Answer the following questions using internal choice.

[5 × 10 = 50]

11. (a) Define Communication. Explain the steps involved in effective communication.
[OR]
(b) What is Marketing Environment? Describe its features, types and importance.
12. (a) Discuss the common marketing communication methods with their advantages and disadvantages.
[OR]
(b) Explain the types of Communication in brief.
13. (a) Explain the importance of advertising in Marketing Communication.
[OR]
(b) What is Media Analysis? How to perform it? State the advantages of Media Analysis.
14. (a) Discuss the role of Advertising in Global Marketing.
[OR]
(b) Define Advertising. Discuss the traditional and modern methods of advertising.
15. (a) What factors should be considered while selecting advertising media?
[OR]
(b) Explain the types of advertising media available to a company in India with their relative merits and demerits.

Nizam College (Autonomous)
Faculty of Social Sciences
B.A., III Year, V-Semester Examinations, December-2023
Subject: Marketing
Paper : V (GE) (Marketing Communications)

Time: 3 Hrs

Max. Marks: 80

Section – A

I. Answer any *SIX* of the following questions.

[6 x 5 = 30]

1. Market.
2. Communication.
3. Role of marketing.
4. Marketing mix.
5. Global communication.
6. Rural marketing.
7. Advertising.
8. Commercial Advertising.
9. Meaning of consumer.
10. Formal Communication.

Section – B

II. Answer the following questions.

[5 x 10 = 50]

11. (a) Explain the concept of internal marketing environment.
[OR]
(b) Explain the objectives of communication?
12. (a) Explain the role of marketing communication.
[OR]
(b) Write any five differences between formal and informal communication.
13. (a) Explain about media analysis.
[OR]
(b) Write the objectives of advertising.
14. (a) Explain the scope of advertising.
[OR]
(b) Write about the role of advertising in Global marketing.
15. (a) Explain the classification of advertising media?
[OR]
(b) What are the factors to be kept in mind while selecting advertising media?

Nizam College (Autonomous)
Faculty of Social Sciences
B.A., III Year, VI-Semester Examinations, May-2023
Subject: Marketing
Paper : VI (Sales Promotion and Public Relation)

Time: 3 Hrs

Section – A

Max. Marks: 80

I. Answer any SIX of the following questions.

[6 × 5 = 30]

1. What do you mean by sales promotion?
2. What is bulk purchasing?
3. Define free goods.
4. Specify the meaning of yellow pages.
5. How to develop a sales promotion program?
6. What are 4C's of sales promotion?
7. What do you mean by public relation?
8. What is the scope of public relation?
9. Define Newsletters.
10. What is crisis communication?

Section – B

II. Answer the following questions using internal choice.

[5 × 10 = 50]

11. (a) Explain meaning and importance of sales promotion.
[OR]
(b) What are various methods for sales promotion?
12. (a) Briefly state the importance of :
i) Conventions ii) Conferences.
[OR]
(b) "Internet –an efficient tool of sales promotion". Explain the statement.
13. (a) Differentiate pretesting and post – testing.
[OR]
(b) Give your opinion on making necessary modifications for effective sales promotion program?
14. (a) What are the basic functions of public relations process?
[OR]
(b) What relation can be brought between public relation & marketing.
15. (a) Explain the concept of corporate image building.
[OR]
(b) Explain the difference between Internal Communication and External Communication.