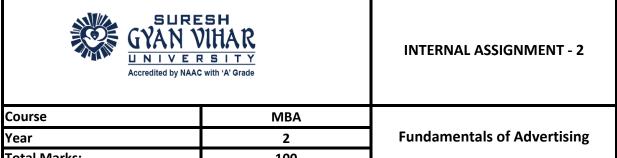


INTERNAL ASSIGNMENT - 1

Course	MBA	
Year	2	Fundamentals of Advertising
Total Marks:	100	

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 5	Į.⊥.	write answers for all the o	questions below.	(20 marks each –	word limit -	- 500
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- **A.** What is Integrated Marketing Communication?
- **B.** Discuss the process of setting advertising objectives.
- **C.** Explain Howard-Sheth Model of consumer behaviour.
- **D.** Explain briefly what is Consumer Behaviour?
- **E.** Enlist the various types of brand. What are the essential elements of a strong brand?



Course Year		MBA	Fundamentals of Advertising			
		2				
Total	Marks:	100	1			
Q.1.	Write answers for all the	questions below. (20 mark	s each – Word limit – 500)			
A.	Why segmentation is important in advertising.					
В.	Packaging boosts sales pro	omotion process. Justify.				
c.	Can you list the procedure	e of building of new brand?	What are the sources of brand equity?			
D.	Explain the communication	on process in designing an a	dvertisement.			

Discuss the challenges and opportunities exist in the future of Indian Advertising Market?

E.