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|  SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small> | | INTERNAL ASSIGNMENT - 1 |
| Course | MBA | Fundamentals of Advertising |
| Year | 2 | |
| Total Marks: | 100 | |

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)

- 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?



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GYAN VIHAR**
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INTERNAL ASSIGNMENT - 2

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| Course | MBA | Fundamentals of Advertising |
| Year | 2 | |
| Total Marks: | 100 | |

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)

- A.** Why segmentation is important in advertising.

- B.** Packaging boosts sales promotion process. Justify.

- C.** Can you list the procedure of building of new brand? What are the sources of brand equity?

- D.** Explain the communication process in designing an advertisement.

- E.** Discuss the challenges and opportunities exist in the future of Indian Advertising Market?