

Exam. Code : 106003
Subject Code : 1506

Bachelor of Design (BOD) 3rd Semester (Interior Design)

ADVERTISING AND MARKETING

Paper—VII

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Candidates are to attempt **FIVE** questions, **ONE** from each Section. **Fifth** question may be attempted from any Section. All questions carry equal marks.

SECTION—A

1. Explain the difference between direct and indirect marketing. Which one of these is more advantageous in today's context ?
2. What is societal marketing ? Explain the importance of same in current business environment.

SECTION—B

3. What are the benefits of segmentation ? Explain in your own way.
4. What is marketing mix ? Describe the factors responsible for designing the appropriate marketing mix.

SECTION—C

5. What do you understand by the word Branding ? What are the characteristics of good brands ?
6. How does packaging matter in creating the visual impact on the customer ? Explain with suitable examples.

SECTION—D

7. Explain the role of advertising in marketing mix with real life business example.
8. Write short notes on :
 - (i) Direct marketing
 - (ii) Digital advertising
 - (iii) Difference between wholesalers and retailers.

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