

[Time: 2 Hours]

[Marks: 60]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all questions from section I.
 2. Attempt any three questions from section II.
 3. Figures to the right indicate full marks.

SECTION I

- Q. 1 Explain the following concepts 15
- | | |
|---------------------|-------------|
| a) Brand Image | b) Bursting |
| c) Direct Marketing | d) Reach |
| e) Motivation | |
- Q. 2 Case study:- 15
- A well known cosmetic company wants to introduce a mild skin cream that can be used as a sunscreen moisturizer for daily use. The hot and humid weather in Mumbai results in skin damage. This skin cream would assist in protecting the skin from harsh effects of the UV rays and would be safe for the skin.
- Questions:
- a) Who will you choose as your Brand Ambassador? Justify your answer.
 - b) Who will be your Target Audience? Justify.
 - c) Suggest two brand names for the product. State the criteria to be kept in mind while giving the brand name to the product.

Section II

- Q. 3 Explain the importance of media planning. 10
- Q. 4 What is Sales Promotion. Give reasons for the growth of sales promotion. 10
- Q. 5 Explain the role of family members in decision-making. 10
- Q. 6 Write short notes: **(any two)** 10
- a) DAGMAR
 - b) USP
 - c) Role of Direct Marketing in IMC.