

# **Shree Narayana College of Commerce**

## Bachelor of Commerce

Semester – 4  
Academic Year – 2024-25

Subject Code – SEC-EMC-246

Subject – Essential Marketing  
Communication

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Attempt the answers of the following questions:

- 1) Elucidate “ Modern Marketing has Customer-Centric Approach.”
- 2) Attempt a note on “ Multichannel Approach for Advertising.”
- 3) How does Modern Marketing take data-driven decisions?
- 4) Attempt a note on different types of Marketing
- 5) What is Marcom? What is its role in Marketing Process?
- 6) Attempt a note on ELM model of Marketing Communication Process.
- 7) Write a note on FCB Model of Marketing Communication Process.
- 8) Explain the Planning of Creative Marcom and Creative Strategies in Publicity.
- 9) Draw some distinctions between Conventional Marketing as well as Digital Marketing.
- 10) What are some ethical considerations in Digital Communication.
- 11) Attempt a note on Communication Channels of Digital Marketing.
- 12) What are the objectives of Digital Sales Promotion?
- 13) Attempt a note on “ Digital Marketing Strategies.”
- 14) What is Influencer Marketing? Explain.