

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

Name of the Department: Dept. English and CC

Subject: Essential Marketing Communication (SEC-246)

Class & Semester: B. Com. Semester IV

Faculty Name: Dr. Nivi Chaudhary, Asst. Prof. Paramveer Chahal

ASSIGNMENT

SECTION – 1 (UNIT – 1)

1. Attempt a note on the following types of Marketing:
 - A. Digital Marketing
 - B. Traditional Marketing
 - C. Social Media Marketing
 - D. Affiliate Marketing
2. Explain the following models related to the Marketing Communication Process.
 - A. AIDA Model
 - B. Information Processing Model
 - C. Hierarchy of Effect Model
 - D. The Foote, Cone and Belding (FCB) Model

SECTION – 2 (UNIT – 1)

1. Attempt a note on:
 - A. Planning of Creative Marcom
 - B. Evaluation of Promotional Tools
 - C. Creative Strategies in Publicity
 - D. Types of Appeals and Execution Styles
2. What are the features of Modern Marketing?

SECTION – 3 (UNIT – 3)

1. Explaining the following Communication Channels of Digital Marketing:
 - A. Search Engines
 - B. Banner Ads
 - C. Websites
 - D. Mobile Apps

SECTION – 4 (UNIT – 4)

1. Attempt a note on:
 - A. Digital Marketing Strategies
 - B. Emerging Trends in Digital Marketing
 - C. Digital Etiquettes
 - D. Critical Media Literacy

SECTION – 5 (REVISION & PRACTICE)

Multiple Choice Questions:

1. The modern marketing concept mainly focuses on:
 - a) Product orientation
 - b) Sales orientation
 - c) Customer-centric approach
 - d) Production efficiency
2. Targeted marketing means:
 - a) Selling the same product to everyone
 - b) Focusing on a specific customer segment
 - c) Avoiding customer analysis
 - d) Mass advertising only
3. Decisions based on customer data and analytics are known as:
 - a) Traditional decisions
 - b) Emotional decisions
 - c) Data-driven decisions
 - d) Random decisions
4. Using multiple platforms such as TV, social media, and print is called:
 - a) Single-channel marketing
 - b) Offline marketing
 - c) Multichannel approach
 - d) Guerrilla marketing
5. Building long-term customer relationships helps in:
 - a) Increasing customer loyalty
 - b) Increasing complaints
 - c) Reducing customer engagement
 - d) Avoiding feedback
6. Which of the following is NOT a type of marketing?
 - a) Social media marketing
 - b) Influencer marketing
 - c) Affiliate marketing
 - d) Internal accounting marketing
7. Guerrilla marketing is best described as:
 - a) High-budget marketing
 - b) Traditional advertising
 - c) Creative and low-cost marketing
 - d) Government marketing
8. “Marcom” refers to:
 - a) Market competition
 - b) Marketing communication
 - c) Marketing control
 - d) Market conditions
9. The AIDA model stands for:
 - a) Attention, Interest, Desire, Action
 - b) Awareness, Interest, Demand, Action
 - c) Attention, Information, Decision, Action

d) Awareness, Influence, Desire, Adoption

10. Media planning mainly deals with:

- a) Product pricing
- b) Media selection and scheduling
- c) Customer complaints
- d) Employee training
