

# 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

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