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Multiple choice and open answer questions

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methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity.

Exam Questions on Marketing Concepts | Marketing Management

CAM 208: MARKETING COMMUNICATION DATE:

DECEMBER 2009 TIME: 2 HOURS INSTRUCTIONS: Answer ONE and Any other TWO Questions QUESTION ONE a) Define the term 'marketing communication mix' and briefly describe its five major component (12 Marks) b) Bidu Booksellers spent so much money in advertising their store via various media.

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marketing communication. Draw a model of integrated marketing Communication. Explain each step with the help of appropriate example. Q. 3. Define advertising illustrate the various decisions of advertising with Example. Q. 4.

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