

| [Time:3.00 Hrs] | | [Marks:75] |
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| Please check whether you have got the right question paper. | | |
| N.B: | 1. Question No.1 and Question No. 8 is compulsory. 2. Attempt any four questions from Question No. 2, 3,4,5,6 and 7. 3. Figures to the right indicate full marks. 4. Use of simple calculator is allowed. | |

Q.1 Case Study: Direct Marketing Methods for a Fitness Studio**(20)**

Background: Transformer, a fitness studio, implemented targeted email campaigns, referral programs, SMS marketing, and personalized phone calls to improve membership sign-ups and customer retention.

Questions:

1. How did Transformer utilize targeted email campaigns to enhance customer engagement and membership sign-ups? (5 marks)
2. Evaluate the role of the referral program in building customer loyalty and increasing membership numbers. (5 marks)
3. Discuss how SMS marketing helped Transformer improve customer engagement and attendance. (5 marks)
4. Explain how personalized phone calls facilitated customer interaction and addressed specific needs. (5 marks)

Q.2 Attempt any Two of the following questions:**(10)**

- a. Define Integrated Marketing Communication (IMC) and explain its key features.
- b. Explain the objectives of media in advertising.
- c. Discuss the steps in developing an advertising campaign.

Q.3 Attempt any Two of the following questions:**(10)**

- a. Explain the importance of advertising in brand building.
- b. Define sales promotion and explain its objectives.
- c. Discuss the significance of direct marketing in the digital era.

Q.4 Attempt any Two of the following questions:**(10)**

- a. Explain different dimensions of advertising with examples.
- b. Discuss the techniques of direct marketing.
- c. Define and explain the importance of media planning

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Q.5 Attempt any Two of the following questions: (10)

- a. Explain the structure of an advertising agency.
- b. Discuss the tools used in sales promotion.
- c. Explain the functions of an advertising agency.

Q.6 Attempt any Two of the following questions: (10)

- a. Discuss several factors contributing to the success of a promotional contest.
- b. Explain the 5Ws of media planning and the media planning process.
- c. Discuss the advantages of broadcast media in advertising.

Q.7 Attempt any Two of the following questions: (10)

- a. Explain the role of celebrity endorsements in marketing with examples.
- b. Discuss the challenges of maintaining authenticity in celebrity endorsements.
- c. Analyze the impact of social media on amplifying brand-related publicity.

Q.8 Attempt any Three of the following questions: (15)

- a. Importance of referral programs in marketing.
- b. Key aspects of personal selling in internet marketing.
- c. multi-channel approach in direct marketing.
- d. Crisis management in celebrity endorsements.
