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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**MAKE-UP EXAMINATION – SEP 2023**

**Course Code**: LNG206

**Course Name**: Communicative English II

**Program** : BBA

**Date**: 30-SEP-2023

**Time**: 1.00PM TO 4.00PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Complete the test within the time given.*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries 2 marks. (10Qx 2M= 20M)**

1. How do logical arguments function in persuasive writing, and could you provide an example to illustrate their use? (CO1, Knowledge)
2. Could you share several examples of logical arguments employed in persuasive writing? (CO1, Knowledge)
3. Define a rhetorical question and provide an example to illustrate its use in persuasive writing. (CO2, Knowledge)
4. Could you provide a few examples of pictorial representation used in persuasive writing? (CO2, Knowledge)
5. Explain the concept of persuasive writing. (CO1, Knowledge)
6. What is advertising, and how does it differ from other forms of communication? (CO2, Knowledge)
7. Describe the advantages of sales promotion in terms of targeting specific audiences and its associated costs. (CO3, Knowledge)
8. Discuss the potential benefits and drawbacks of personal selling due to the interpersonal nature of communication. (CO3, Knowledge)
9. What is gender marketing, and how does it involve the division of target groups? (CO4, Knowledge)
10. How does gender marketing differ from traditional marketing approaches that target a broader audience without considering gender? (CO4, Knowledge)

**Part B [Thought Provoking Questions]**

**Answer all the Questions. Each question carries 10 marks. (4Qx10M=40M)**

1. Explain the potential consequences for businesses that fail to update their gender marketing strategies and continue to rely on stereotypes? (CO4, Comprehension)
2. Describe five distinct styles employed in persuasive writing, providing examples for each. (CO2, Comprehension)
3. Outline five commonly used techniques in persuasive writing and illustrate each one with examples. (CO2, Comprehension)
4. Explain the three components of marketing communication and their respective functions. (CO3, Comprehension)

**Part C [Problem Solving Questions]**

**Answer all the Questions. Each question carries 20 marks. (2Qx20M=40M)**

1. If you were the marketing manager for Vanilla Coke, how might you respond to Pepsi’s new product launch? Which communication tools and how many types of media can you identify in the Pepsi Vanilla launch. (CO2, Application)
2. Imagine you are a marketing manager for a household appliance company. How would you design a gender marketing strategy that aligns with the current social situation and changing gender roles, taking into account the contemporary needs of both men and women? Provide specific examples of how you would address this challenge in your marketing campaigns. (CO5, Application)