

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2013**

**MS-68 : MANAGEMENT OF MARKETING  
COMMUNICATION AND ADVERTISING**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note :* (i) *Attempt any three questions from Section-A.*  
(ii) *Section-B is compulsory.*  
(iii) *All questions carry equal marks.*
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**SECTION - A**

1. (a) Explain the behavioural concepts of consumer communications.  
(b) 'The growth in media and media options are making marketing communication decisions more complex'. Discuss with reference to electronic media.
2. (a) Explain the planning framework of promotional strategy.  
(b) Design a promotional plan for mobile phones (cellular phones) of a newly entered company in the market.
3. (a) What are the direct marketing channels available for a marketer of Fast Moving Consumer Goods ? What are the limitations of direct marketing ?

(b) 'Social marketing communication is distinctive to that of commercial marketing communication'. Discuss.

4. Write short notes on **any three** of the following :
- (a) Legal and ethical issues in advertising.
  - (b) Publicity.
  - (c) Sales promotion.
  - (d) Competitive advantage.
  - (e) Characteristics of Direct Marketing

### SECTION - B

5. M/S ABC, a major automobile firm in India and a leader in passenger car segment has recently launched an entry level car at a price of Rs. 2.50 Lakhs (approximately US\$5000). The other two main competitors had also launched similar models earlier. These companies are coming out in mass media with comparative advertising suggesting how these models are superior to ABC's new launch. These companies are also offering attractive exchange offers and freebies corresponding to the festive season. Such aggressive moves by the competitors have negatively affected the expected sales of ABC's new launch.

#### Questions :

- (a) Suggest a sales promotion strategy for ABC and give reasons for your recommendations.
- (b) Also suggest the other Marketing communication tools to ABC so as to build its market share.