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MS-68

**MANAGEMENT PROGRAMME
(MP)
Term-End Examination
December, 2023
MS-68 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *Answer any three questions from Section A. each question carries 20 marks.*

(ii) *Section B is compulsory and is of 40 marks.*

Section—A

1. (a) Explain the concept and role of marketing communication in accomplishing the marketing goals of a firm.
- (b) 'Message Design' is considered as a strategic as well as creative consideration in the communication framework. Substantiate with an example.

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2. (a) When and why it becomes critical to measure the effectiveness of an advertising campaign ? Explain with an example.
- (b) What is the basis for having a media strategy ? Discuss the *four* basic elements of media strategy.
3. (a) What is direct marketing ? Discuss the unique characteristics of direct marketing as these are different from other promotion methods.
- (b) Comment upon the role of an advertising agency in today's context.
4. Write short notes on any *three* of the following :
 - (a) One-side *vs.* Two-side messages
 - (b) Measuring Recall
 - (c) Interpersonal Media
 - (d) Organizing Sales force incentives
 - (e) Advertising Tasks

Section-B

5. Kafe Enterprise was established with a presence across the entire coffee value chain from procuring, processing and roasting of

coffee beans to retailing coffee products across various formats. The company has pioneered the coffee culture by launching multi-format outlets enjoying a double digit market share in the chained café segments spread across a hundred plus cities in the country.

The introduction of the bean-to-cup format in the café segment at competitive prices has revolutionized the coffee drinking habits thus driving out-of-home consumption by installing around 20,000, vending machines and 400 kiosks across the country.

Management has found that the vending machine and kiosk business contributed very little to the overall business and has remarkably declined in terms of consumption thus impacting a drop in the revenues.

Assuming that you are hired by the company to assess and evaluate the overall business and offer your recommendations and future course of action specifically to revive the vending and kiosk line of business back on track.

Questions :

- (a) Prepare a detailed marketing communication programme for its vending and kiosk business.
- (b) Design and develop a suitable advertising campaign for print medium by clearly specifying the creative as well as strategic considerations that you wish to propose.
- (c) How would you measure the advertising effectiveness of the above campaign ?
Discuss.