

**MS - 68**

**Management Programme (MP)/ Post Graduate Diploma in Marketing  
Management (PGDMM)**

**ASSIGNMENT  
For  
July 2023 and January 2024 Sessions**

**MS - 68: Management of Marketing Communication and Advertising**

**(Last date of submission for July 2023 session is 31<sup>st</sup> October, 2023  
and for January 2024 sessions is 30<sup>th</sup> April, 2024)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 68</b>
<b>Course Title</b>	<b>:</b>	<b>Management of Marketing Communication and Advertising</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 68/TMA/JULY/2023</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31<sup>st</sup> October, 2023 and for January 2024 sessions is 30<sup>th</sup> April, 2024.**

1. a) Explain the concept and the role of marketing communication in a FMCG company that you are familiar with.  
b) As a marketer foraying into a range of ready to cook packaged food category discuss the consumer variables/key behavior concepts that you wish to consider and why?
2. a) Explain the term communication strategy. Why planning and execution of an advertising firm becomes essential? Discuss by taking an example the proposed framework of promotion strategy.  
b) Distinguish advertising effectiveness and advertising research. When do marketers consider undertaking advertising research? Illustrate with an example.
3. a) List out the media options available to a consumer durable brand of your choice. Explain the characteristics, advantage and disadvantages of each of the said media.  
b) Comment on the Media Selection, Planning and Scheduling activities. As an advertising agency how would you go about in organizing these activities mentioned above for a new brand of e-motorcycle for its official launch. Discuss.
4. a) Discuss all the various forms of marketing communication method that a marketer can consider. Highlight the benefits and limitation of each of these methods.  
b) With the help of online resources and the secondary data available prepare a detailed note on the importance of legal and ethical issues on advertising and their impact on the consumer and the business as well.