

**M.Sc. VISUAL MERCHANDIZING AND
COMMUNICATION DESIGN (MSCVMD)**

Term-End Examination

December, 2013

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 Hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. Examine the economic effects of globalisation on youth. 10
2. Describe the role of an advertising agency in campaign planning. 10
3. Explain the communication strategies to be adopted to implement Sarva Siksha Abhiyan in rural areas effectively. 10
4. Discuss the impact of communication media on people. 10
5. Explain how communication is responsible for the development of society with suitable examples ? 10
6. What are the effective communication tools for marketing ? List with examples. 10

7. Explain the differences between “ Media Advertising” and “ Advertising through Media” with suitable examples. 10
 8. What is corporate communication ? Explain with suitable examples. 10
 9. Define digital media. Examine its impact on globalization. 10
 10. Write short notes on **any two** of the following : 10
 - (a) Print Media
 - (b) Electronic Media
 - (c) Media Planning Agency
 - (d) Brand Image
 - (e) Surrogate Advertising
 - (f) Marcom or Marketing communication.
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