

**M.Sc. VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination**

**December, 2015**

**MFW-068 : COMMUNICATION STRATEGIES**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is SWOT analysis ? How does it help in planning a campaign ? 10
2. Describe cultural globalisation and its impact on strategy planning. 10
3. Examine the persuasive advertising techniques with suitable examples. 10
4. Discuss the impact of communication media on people. 10
5. What are the effective communication tools for marketing ? List with examples. 10
6. (a) What is an advertising campaign ?  
(b) How has the electronic media altered communication in the last century ? 2×5=10

7. (a) What is communication strategy and why is it important ?
- (b) What is the role of corporate communication officer ?  $2 \times 5 = 10$
8. (a) What is mass communication and what are its features ?
- (b) What is corporate communication and what are its key tasks ?  $2 \times 5 = 10$
9. (a) How will you evaluate the success of a communication strategy ?
- (b) What is 'Brand' ? Why is branding important ?  $2 \times 5 = 10$
10. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) Print Media
- (b) Surrogate Advertising
- (c) Media Planning Agency
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