

00452

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2017

**MS-068 : 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 concept and role of marketing communication in information sharing with consumers.
(b) Discuss the relationship between "Message Design" and the "Marketing objectives".
2. What is creativity in advertising ? Briefly explain the various creative associations you are familiar with. Illustrate with suitable examples.
3. (a) Discuss the various steps involved in media planning and their importance in media decisions.
(b) What are the fundamental differences between internet advertising and conventional forms of mass media advertising ?

4. Write short notes on **any three** of the following :
- (a) Rural media scene.
 - (b) Measuring sales promotion performance.
 - (c) Direct mail.
 - (d) Role of Advertising Agency.
 - (e) Media Scheduling.

SECTION - B

A group of four young and enterprising management graduates having post qualification work experience between 6-8 years have joined hands together to start a new business. Each member in the group is very dissimilar in their personality and outlook but they share a strong bond of entrepreneurial spirit which probably was the reason to collaborate to form an entity.

Having done their homework by way of research and environment scanning the group had decided to start a business of providing employment opportunities for management and technology graduates for various positions. The core focus of the business is only to cater to the HR requirement of manufacturing sector across all Industries which are in line with the government push to encourage manufacturing sector.

With a clear vision and mission statement the start-up is a Brick and Mortar business model and technology adoption would merely play a facilitating role for seamless operations.

Questions :

- (a) Propose suitable vehicles of communication that would help create awareness and publicize the firm's business.
- (b) Develop the promotion mix for marketing the firm's services.