

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2021

**MS-068 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note :

- (i) Answer 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 role of marketing communication in achieving a firm's marketing goals.
- (b) Briefly discuss the consumer variables that are relevant in designing marketing communication.
2. (a) Explain with a suitable example the steps involved in developing a promotion strategy.

- (b) Define the concept of creativity. What are the alternatives available to a creative director for creative associations of a footwear brand ?
- 3.**
- (a) Discuss the four basic elements of media strategy for a jewellery brand.
 - (b) Discuss the meaning and scope of direct marketing in the current scenario.
- 4.** Write short notes on any *three* of the following :
- (a) Rural Media Options
 - (b) Syndicated and Custom Research Technique
 - (c) Managing Sales Promotion in Service Marketing
 - (d) Popular Agency Structure
 - (e) Ethics in Advertising

SECTION B

5. Read the following case carefully and answer the questions given at the end :

A small sized north-based FMCG company has forayed into wheat flour (Atta) as a new product offering with a brand name “Desi Atta” which was launched in Jan 2020. The brand was conceived targeting the middle and lower middle class homemakers of the northern belt. The Atta brand is priced much lower than its competitors and yet it claims that the quality and packaging is at par with the market leader.

Just two months after its launch, a lockdown was declared due to COVID-19 and as a result the firm was constrained to undertake any kind of promotional effort. However, the top management is now of the opinion that the brand needs to be advertised strategically in creating awareness and visibility as a short/medium-term impact on sales and brand recall.

In view of being a small company and the focus of selective market coverage, it was decided that the marketing department, which is strong enough and well-equipped with a couple of seasoned managers, should initiate and undertake the task of advertising by preparing a comprehensive advertising plan for the next 3 years.

Questions :

- (a) List the possible advertising objectives for the brand.
 - (b) Discuss the suitable Integrated Marketing Communication (IMC) for the proposed brand of wheat flour (Atta).
 - (c) Suggest suitable media selection and the choice of media mix decisions for the brand.
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