

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

**Term-End Examination**

**June, 2013**

**MFW-068 : COMMUNICATION STRATEGIES**

*Time : 3 Hours*

*Maximum Marks : 70*

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- Note :* (i) Answer **any seven** questions from the given 8 questions.  
(ii) Answer any **one part (a) or (b)** from each question.  
(iii) **All** questions carry **equal** marks.
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1. (a) What is an advertising campaign? **10**  
(b) How has electronic media altered communication in the last century. **10**
  
2. (a) Why is it important to define your target groups while planning your communication strategy? **10**  
(b) What are the various areas of communication within an organization? **10**
  
3. (a) What is communication strategy and why is it important? **10**  
(b) What is the role of corporate communication officer? **10**

4. (a) What is the impact of different communication media on different people ? 10
- (b) Explain the impact of internet on modern communication. 10
5. (a) What are target groups and Audience ? 10
- (b) What is corporate social responsibility ? 10
6. (a) What is mass communication and what are its features ? 10
- (b) What is corporate communications and what are its key tasks ? 10
7. (a) What are the elements to be kept in mind while making a communication strategy ? 10
- (b) How will you evaluate that our communication strategy is successful ? 10
8. (a) What are core truths which are illustrated by the essential elements ? 10
- (b) What is "Brand" ? Why is branding important ? 10
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