

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

Term-End Examination

June, 2014

00354

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

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

1. What is SWOT analysis ? How does it help in planning a campaign ? 10
2. Explain the differences between communication in marketing and communication in advertising. 10
3. Describe Cultural Globalisation and its impact on strategy planning. 10
4. Define non-campaign planning advertising with suitable examples. 10
5. What are the benefits of sound marketing communication strategy ? 10
6. What are the six major methods or types of communication alternatives ? 10

7. Examine the persuasive advertising techniques with suitable examples. 10
8. Explain the advantages and disadvantages of “Web Banner Advertising” and “Printed Banner Advertising”. 10
9. Analyse the social responsibility or ethical approach for corporate communication, with suitable examples. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Media Planning
 - (b) Communication Tools
 - (c) Brand Identity
 - (d) Pixel Advertising
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