

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

Term-End Examination

00131

June, 2017

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

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

1. What is brand identity ? What is its role in communication ? 10
2. What are the different approaches of communication for a TV commercial ? 10
3. How will you evaluate a communication strategy ? 10
4. What is the impact of different communication media on different people ? 10
5. What are target groups and audience ? Why is it important to define your target groups while planning your communication strategy ? 4+6

6. What is mass communication and what are its features? 10
7. What is the role of Corporate Communication Officer? 10
8. Write short notes on any *two* of the following: $2 \times 5 = 10$
- (a) Media Planning
 - (b) Communication Tools
 - (c) Pixel Advertisement
 - (d) Facebook as a Media of Communication
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