

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2018

**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) Define Mass Media. Explain the different types of Mass Media.
(b) Explain with a suitable example how message design helps in Positioning Strategy.
2. (a) Distinguish between advertising research and marketing research, giving suitable examples.
(b) How would you go about measuring the effectiveness of an Advertising Campaign ? Illustrate with suitable examples.
3. (a) What are the major objectives of Consumer Promotions ? Explain the steps involved in organising and managing these promotions.
(b) What are the characteristics and advantages of Direct Marketing ?

4. Write short notes on **any three** of the following :
- (a) Syndicated and custom research techniques
 - (b) Media Scheduling
 - (c) Public relations Vs. Advertising
 - (d) Ethical issues in Advertising
 - (e) Creative approaches in social advertising

SECTION - B

5. A rapidly growing Indian Ayurved FMCG company with 'Kalanjali' brand across all its product categories that stands for everything indigenous. The company now plans to foray into Apparels (Jeans) category which seems to be a noncore and unrelated diversification move made by the management.

The Indian clothing Industry is highly complex, diversified, and competitive in nature. These characteristics are much more visible in Jeans category where MNC's have a strong presence and dominance. The denim market in India was estimated to be worth ₹ 17,661 crores in 2015. Yet Indian brands are also visible and have presence both from the organized as well as unorganized players. The price for denim ranges from less than ₹ 500 for unbranded jeans to over ₹ 5,000 for high-end brands. The price point preference depends upon the demographics and economic background of the customer. The average selling price of jeans for masses is approximately in the ₹ 800-1,000 range.

The local jeans brands contribute to approximately 25 percent of the overall brand landscape, However, a lot of denim jeans business is taken care of in an unorganized manner through various selling and distribution channels.

Question :

Propose an Integrated Marketing communication strategy for the new line of business.
