

No. of Printed Pages : 4

MS-68

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2022

**MS-68 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from Section A. Each question carries 20 marks.

(ii) Section B is compulsory and carries 40 marks.

Section—A

1. (a) What is marketing communication process ? Explain the sources of misunderstanding in the communication process impacting its effectiveness.

P. T. O.

- (b) What do you understand by the decision-making framework of promotional strategy ? Explain its components and stages.
2. (a) Distinguish strategic and creative consideration in the context of advertising campaign planning with reference to health drink brand.
- (b) Discuss the characteristics of various mass media available to the advertiser. Comment on the merits and demerits of each of them.
3. (a) Explain the important consideration in organising and managing consumer sales promoting and trade promoters. Give examples.
- (b) When, why, and in what situation direct mail is used ? Explain the advantages of direct mail.
4. Write short notes on any *three* of the following :
- (a) One-sided *vs.* two-sided messages

- (b) Effectiveness of internet advertising
- (c) Role of PR in marketing function
- (d) Agency positioning
- (e) Advertising plan and advertising expenditure

Section—B

5. A leading consumer appliances manufacturing giant based in China wishes to enter Indian market through its wholly-owned subsidiary. This is a second largest consumer appliances brand in the world next only to Whirlpool and has a presence in 166 countries and a product range of 15,000 models in 96 categories.

The company wishes to launch a range of consumer appliances in India, including washing machines, refrigerators, color televisions, microwave ovens and air conditioners. The company initially intends to focus its efforts on South India. It wishes to develop a business plan with the objectives of increasing brand value, differentiating its

products, and establishing strong distribution system.

Questions :

- (a) Formulate a marketing communication strategy that the company can consider :
 - (i) In light of the Indian consumer's perception about Chinese products.
 - (ii) The company being a new entrant in the highly competitive consumer appliances market.
- (b) The marketing communication mix that a company adopts depends on various internal and external factors. What major factors should the company consider while designing its marketing communication mix ?