

No. of Printed Pages : 4

**MS-68**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Answer any **three** questions from  
Section A.

(ii) Section **B** is compulsory.

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**Section—A**

1. (a) Explain the key consumer variables that are relevant to formulating marketing communication plants for a fast food joint in your location. 10
- (b) Define promotional strategy. Propose suitable objective for promoting safe driving habits among youth. 10

**P. T. O.**

2. (a) Why is creativity important in marketing communication ? Discuss. 10
- (b) Indentify the different alternatives available for an Advertising agency for associations of a service brand. 10
3. (a) Discuss the key objectives of trade promotions. Explain the basic consideration which help in enabling organizing successful trade promotions. 10
- (b) What are the positioning alternatives available for advertising agencies ? Discuss. 10
4. Write short notes on any *three* of the following : 20
- (a) Reach of Mass Media
- (b) Body Copy
- (c) Types of Media Schedule
- (d) Growth of Direct Marketing
- (e) Public in Marketing

### Section—B

5. World's second largest fashion retailer H & S has opened first of its three stores in Delhi which also coincides with the commencement of its Indian operations. The company is well

poised and has exciting plans to open another twenty stores in the next three years in strategic locations targeting the young urban professionals, as the merchandise is designed and positioned in this significant market segment.

Globally, the brand is known for its quality, fashion and sustainable products offered at the best prices. Thus the USP of the brand lies in its pricing strategy, quality and uncommon designs and producing them ethically.

It was found from research and consumer insights that celebrity endorsement is rampant and remarkable in the Indian scene where the young customers tend to connect with the celebrity endorsing the brand, especially in categories like apparels and wellness products. In the view of aforementioned market information, the CEO, is of the opinion that the fashion brand deserves a celebrity to push and promote the merchandise for the next three years.

**Questions :**

- (a) What are the major reasons for the growing trend of using celebrity

advertising in the Indian scenario ?  
Identify and select a suitable celebrity as  
the brand ambassador and justify giving  
reasons for your selection. 15

(b) What media mix would you recommend for  
the brand targeted at young urban  
customers ? 15

(c) Design and develop suitable message  
design and message development which  
constitute as two critical components for  
the advertisement. 10