

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

Term-End Examination

December, 2011

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

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

1. (a) What are the various factors to be kept in mind while planning a "Brand" ? 5
(b) What is an advertising campaign ? 5
2. (a) What is Integrated marketing Communication and what is its importance ? 5
(b) What is communication for development ? 5
3. (a) What is the impact of different communication media on different people ? 5
(b) How has electronic media altered communication in the last century ? 5

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| 4. | (a) | What is communication strategy and why is it important ? | 5 |
| | (b) | Why is it important to define your target groups while planning your communication strategy ? | 5 |
| 5. | (a) | What are the elements to be kept in mind while making a communication strategy ? | 5 |
| | (b) | What core truths of communication are illustrated by the essential elements ? | 5 |
| 6. | (a) | What is a "Brand" ? Why is Branding important ? | 5 |
| | (b) | What is corporate communication and what are its key tasks ? | 5 |
| 7. | (a) | How will you evaluate that your communication strategy is successful ? | 5 |
| | (b) | What is Corporate Social responsibility ? | 5 |
| 8. | (a) | What are the various areas of communications within an organization ? | 5 |
| | (b) | What are target groups and audience ? | 5 |
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