

MANAGEMENT PROGRAMME

Term-End Examination

December, 2011

**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.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. (a) Discuss the concept of Integrated Marketing Communication as a tool for market development strategies.
(b) What is media buying ? How would an advertiser know his return on media investment ?
2. (a) "Advertising research can provide guidance, but cannot guarantee success". Substantiate.
(b) What creative considerations would you recommend while planning for an advertising campaign of a recently improved product of your choice ? Make suitable assumptions if necessary.

3. (a) Sales promotions are conceived with a purpose. Discuss the different types of sales promotions methods that firms can pursue for increased sales, giving suitable examples.
- (b) Outline the reasons for the growth of Internet as a preferred advertising medium by advertisers worldwide. What are its major benefits and limitations for sellers and buyers ?

4. Write short notes on *any three* of the following :
 - (a) Sources of misunderstanding in communication
 - (b) Techniques of determining promotion budget
 - (c) Measuring the performance of sales promotion
 - (d) Social marketing communication
 - (e) Major functions of advertising agency

SECTION - B

5. What do you understand by the term 'promotion mix' ? Suggest suitable promotion mix for the following :
- (a) Vacuum cleaner
 - (b) Car rental services
 - (c) CNG kits for passenger cars
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