

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 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) Different people buy same products / Brands for different motives. Discuss the above statement and identify the possible buying motives of a young professional for club membership.  
(b) Explain the relationship between "Message design" and "positioning".
  
2. What criteria would you adopt for measuring the ad-effectiveness of the following ? Justify giving reasons for your answers.  
(a) "Save Tiger" Campaign on Television by sports personnel.

- (b) Short film shows by Health Department educating prevention of communicable diseases targetted at rural folk.
  - (c) Print campaign of the recently concluded IPL 2010.
3. (a) Discuss briefly the steps involved in media planning. How would media options differ in the following cases :
- (i) fairness creams for men
  - (ii) video games for children
4. Write short notes on *any three* of the following :
- (a) Copy Testing
  - (b) Managing Sales promotion in Services Marketing.
  - (c) Ethics in Advertising.
  - (d) Rural media Scene
  - (e) Direct marketing

## SECTION - B

5. (a) More people lose their life in road accidents than in warfare. Develop a suitable social marketing campaign for promoting safe driving habits among young adults in India.
- (b) An advertising agency is not sure whether a core idea featuring "Value for money" Or "Technical know-how" will be most effective. Assume that the advertising campaign for the new video camera is to be launched within the next 4-6 weeks, what approach would you suggest to select the core idea ? Explain.
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