

MS-68

Management Programme

ASSIGNMENT
for
July 2022 and January 2023 sessions

**MS – 68: Management of Marketing
Communication and Advertising**
*(Last date of submission for July 2022 session is 31st October, 2022 and for January
2023 session is 30th April, 2023)*



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MS - 68
Course Title	:	Management of Marketing Communication and Advertising
Assignment Code	:	MS-68/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1(a) Discuss the concept and role of Marketing Communication with reference to any FMCG company of your choice.

(b) Explain the Consumer Behavior variables that play a key role in the development of marketing communication. Illustrate with a suitable example.

2(a) Discuss the concept of Promotional Strategy. Explain the planning framework of promotional strategy for a new brand of electric bike targetted at high school students.

(b) Pickup any two advertisements each from FMCG category and consumer durable category of your choice. Discuss the below mentioned with reference to the advertisement so selected.

(i) Headline and Color

(ii) Message Design and Positioning

(iii) Size and Shape.

3(a) Explain the elements of an advertising plan. What are the various type of media that are available for advertiser's and marketers in promoting a new brand of shaving cream for rural markets.

(b) How would you go about in selecting media and in planning and scheduling advertising campaign for a premium brand of women's jewellery in metro cities.

4(a) When and why it is necessary to measure the effectiveness for an advertising campaign? Discuss.

(b) What is Direct Marketing? Comment on the advantages and limitations of direct marketing.