

**MS-68**

**Management Programme**

**ASSIGNMENT  
(January to December)  
2021**

**MS-68: Management of Marketing  
Communication and Advertising**



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

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-68</b>
<b>Course Title</b>	:	<b>Management of Marketing Communication and Advertising</b>
<b>Assignment Code</b>	:	<b>MS-68/TMA/SEM-I/2021</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 31<sup>st</sup> October, 2021.

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1. (a) What do you understand by the term marketing communication? Explain the communication model that describes how communication travels from the firm to the consumers and the factors that affect the way the consumer perceive the message.  
  
(b) Write a brief on your understanding of the Rural media scene.
2. (a) Discuss the elements of promotion mix and their impact with suitable examples.  
  
(b) What do you understand by the term message design in the communication framework? Bring out its importance in strategy development/formulation.
3. (a) Media selection, planning and scheduling are considered as strategic issues in advertising. Discuss each of these issues which makes them strategic.  
  
(b) Explain the important considerations in the organisation and management of consumer trade promotions.
4. (a) Discuss the various functions and structure of an advertising agency.  
  
(b) What do you understand by “positioning” in the context of advertising agencies?

Explain the various positioning alternatives available for advertising agencies with suitable examples.