

MS-68

Management Programme

ASSIGNMENT
January 2022 Session

**MS-68: Management of Marketing
Communication and Advertising
(Last date of submission
for January 2022 session is 30th April, 2022)**



**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.
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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.