

**MS-68**

**Management Programme**

**ASSIGNMENT  
SECOND SEMESTER  
2017**

**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 –II/2017</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note :** Attempt all the questions and submit your assignment on or before 31<sup>st</sup> October, 2017 to the coordinator of your study centre.

- 1(a) What do you understand by the term Marketing Communication? Discuss the concept of marketing communication as a tool for market development strategies.
- (b) Why and how different set of people buy the same brand/ product for different reasons? Identify the buying motives for the following
  - (i) Expensive Smart Phones.
  - (ii) Wellness Products for Women and Men
- 2 (a) Discuss the concept of Promotion Strategy and Tactics with suitable illustration. Suggest a suitable planning framework for the below mentioned
  - (i) Chinese Smart Phone Brand for Indian market
  - (ii) Indian Railway Contemplating Introduction of Bullet Trains
- (b) What is Media? How does the role of media impact a business? Discuss the rapid growth of Indian media and the media options available to the marketers thus making marketing communication decisions more complex. Explain with reference to electronic media.
- 3(a) Sales Promotion and Trade Promotion are conceived, developed and designed with a purpose. Discuss with suitable examples of your choice the main drivers for such promotions.
- (b) Distinguish Publicity and Public relations in a manufacturing as well as a service enterprise by clearly elucidating the various tasks undertaken by each of these vehicles of communication.
- 4(a) Try and make a visit to an Advertising Agency in your location or you are familiar with and prepare a note on the structure, and the diverse functions that the agency undertakes in offering their services.
- (b) How does marketing communications strategy vary with the different stages of Product Life Cycle? Explain with reference to introduction and decline stage of a FMCG and a consumer durable of your choice.