

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00415

December, 2014

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. What is "Web banner advertising" and how is it different from "Printed banner advertising" ? Justify your answer with suitable examples. 10
2. What are the problems in media planning ? 10
3. What is brand identity ? What is its role in communication ? Give suitable examples. 10
4. E-Business has been gaining popularity these days in India. What would be your recommendations for communications to target market for a business into online book selling ? 10
5. In today's scenario when there is a lot of clutter, how can a retailer adapt differentiated communication strategy ? 10

6. What is the importance of creativity in communication (advertising)? 10
 7. What are the different approaches of communication for a TV commercial? 10
 8. What is brand image? Is it the same as store image? Explain with suitable example. 10
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