

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

**Term-End Examination**

**December, 2016**

00175

**MFW-068 : COMMUNICATION STRATEGIES**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the differences between communication in marketing and communication in advertising. 10
2. What are the benefits of sound marketing communication strategy? 10
3. Explain the advantages and disadvantages of "Web Banner Advertising" and "Printed Banner Advertising". 10
4. Describe the role of an advertising agency in campaign planning. 10
5. Explain how communication is responsible for the development of society, with suitable examples. 10
6. Define digital media. Examine its impact on globalization. 10

7. (a) Why is it important to identify your target group while planning your communication strategy ?
- (b) What are the various areas of communication within an organization ?  $5+5=10$
8. (a) What are target groups and audience ?
- (b) What is corporate social responsibility ?  $5+5=10$
9. Explain the impact of Internet on modern communication. 10
10. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) Communication Tools
- (b) Brand Identity
- (c) Pixel Advertising
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