

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2016

00195

**MS-068 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Answer any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. (a) "Marketing communication is all about information sharing." Explain the above statement to highlight the beneficial approach between the marketer and the prospect giving suitable examples.
- (b) Discuss the consumer behaviour variables that are relevant in the development of Marketing Communication in the Promotion of the following :
- (i) Account opening with a Bank.
(ii) Buying a property (House/flat).
2. (a) What is promotional budgeting ? Discuss the issues and techniques for determining promotional budgets by taking a suitable example.

- (b) Why it becomes necessary for a firm to measure the advertising effectiveness ? Discuss the methods used in measurement of advertising effectiveness.
3. (a) Distinguish consumer promotion from trade promotion.
As a Sales Manager, what criteria you would consider for effective implementation and management of these promotions. Explain with a suitable example.
- (b) Communication for social issues is just like communication for brands. Discuss the above statement with two relevant examples.
4. Write short notes on **any three** of the following :
- (a) Legal issues in advertising.
(b) Television as a reminder medium.
(c) Communication process.
(d) Organising services sales promotions.
(e) Agency positioning.

SECTION - B

5. Read the case given below and answer the questions given at the end of the case :

World's second largest fashion retailer H & H has opened its first of its three stores in Delhi which also coincides with the commencement of its Indian operations. The company is well poised and has exciting plans to open another thirty stores by 2020 in strategic locations targeting the youth and the young urban professionals as the merchandise is designed and positioned at these two significant market segments.

Globally, the H & H brand is known for its quality, fashion and sustainable products offered at the best prices. Thus the USP of the brand lies in its pricing strategy, quality and uncommon designs.

It was found from research and consumer insights that celebrity endorsement is rampant and remarkable in the Indian scenario where the young customer tend to connect with the celebrity endorsing the brand especially in categories like apparels and wellness products. In the light of aforementioned market information, the CEO, is of the opinion that the fashion brand deserves a celebrity to push and promote the merchandise for the next three years.

Questions :

- (a) What are the major reasons for the growing trend of using celebrity advertising in the Indian scenario ? Identify and select a suitable celebrity as the brand ambassador and justify your selection.
 - (b) What media mix would you recommend for brand targeted at young urban customer ? Justify your answer by giving suitable example.
 - (c) Suggest a suitable message design and message development strategy for H & H brand.
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