

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

Term-End Examination

00410

December, 2017

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

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

1. What is SWOT analysis ? How does it help in planning a campaign ? 10

2. Explain the difference between communication in marketing and communication in advertising. 10

3. Explain the advantages and disadvantages of Web Banner Advertising and Printed Banner Advertising. 10

4. How has electronic media altered communication in the last century ? 10

5. Analyse the social responsibility or ethical approach for corporate communication, with suitable examples. 10
 6. What are the elements to be kept in mind while making a communication strategy ? 10
 7. E-business has been gaining popularity in India. What would be your recommendations for communication to target market for a business into online I-phone selling ? 10
 8. What is the importance of creativity in communication (advertising) ? 10
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