

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2018**

**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) What is Marketing Communication ? How do customers Perceive Marketing Communication ?  
(b) What elements of promotion mix would you recommend for the following and why ?
  - (i) Consumer home loans from banks.
  - (ii) Relaunch of men's suiting brand.
  - (iii) Passenger transport services.
  
2. (a) What is decision making framework of planning promotional strategy ? Explain its various stages.  
(b) Comment on the relationship between "Message design" and "Marketing objectives".

3. (a) Discuss the various steps involved in Media Planning in the following situations.
- (i) Creating awareness on the dangers of drunk driving among youth.
  - (ii) Leading business Magazine's Proposal to launch its Hindi Version.
- (b) What are the legal and ethical issues of advertising ? Discuss citing. Suitable examples.
4. Write short notes on **any three** of the following :
- (a) Sources of misunderstanding in communication.
  - (b) Headline
  - (c) Measuring recall
  - (d) Managing trade promotions
  - (e) Characteristics of Direct Marketing

### SECTION - B

5. A leading 350 CC Motorcycle manufacturer is introducing a new line of fuel efficient Motorcycles targetting the urban market and has already created the advertising campaign.
- (a) How would you assess the effectiveness of the campaign. Suppose the aforementioned manufacturer is planning a sales promotion campaign to augment its advertising campaign for the new line of Motorcycles.
  - (b) What kind of Sales Promotion Method would you propose and why ?