

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

**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) Explain the role and importance of communication in marketing bringing the marketers and consumers close to each other in the transaction process.
- (b) Why is packaging perceived as an important tool of marketing communication promotion ? Illustrate with two examples of your choice.

2. (a) Message design and positioning are to be considered as creative and strategic components in an advertising campaign planning. Discuss with examples vis-à-vis advertising.
- (b) Explain the concept of creativity. Briefly discuss the various types of creative associations that advertisers use in making a brand stand out in the marketplace.
3. (a) 'The essence of the firm's communication strategies lies in creating awareness and effectively promoting the product/service offerings.' Substantiate with an example.
- (b) Trace the growth and importance of Direct Marketing in India. Comment on its merits and demerits.
4. Write short notes on any *three* of the following :
- (a) Sources of Misunderstanding in Communication
- (b) Interpersonal Media
- (c) Organizing Trade Promotions
- (d) Public Relations influencing Employees to service the customers better
- (e) Advertising Agency Growth

## SECTION B

5. The Government at the Centre has been worried since the last one year at the plight and uncertainties faced by the citizens due to COVID-19 pandemic with respect to the health and safety measures during these crucial times.

It is observed that the general public is refraining from social distancing, protective measures by not wearing a mask and regular sanitizing in order to safeguard and protect themselves as prescribed by the WHO. It is now seeking your advice to address this issue in creating awareness and the importance of adhering to the prescribed ways of keeping oneself safe from this ongoing pandemic.

### ***Questions :***

- (a) Propose communication objectives and communication form for the assigned task.
- (b) With the knowledge of various media and its characteristics, specify the media selection, media planning and media scheduling strategy that you wish to consider for a fruitful outcome.

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