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

Term-End Examination

June, 2012

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 Hours

Maximum Marks : 70

*Note : (1) Answer any seven questions from the given 8 questions
(2) Answer any one part (a) or (b) from each question
(3) All questions carry equal marks.*

1. (a) What is the impact of different communication media on different people ? 10
- (b) What is communication strategy and why is it important ? 10
2. (a) Why is it important to define your target groups while planning your communication strategy ? 10
- (b) What are target groups and audience ? 10
3. (a) What is mass communication and what are its features ? 10
- (b) How has electronic media altered communication in the last century. 10

4. (a) What is an advertising campaign ? 10
(b) What is a "Brand" ? Why is branding important ? 10
5. (a) What is the role of corporate communication officer ? 10
(b) What core truths are illustrated by the essential elements ? 10
6. (a) Explain the impact of internet on modern communication. 10
(b) What is corporate communication and what are its key tasks ? 10
7. (a) What are the elements to be kept in mind while making a communication strategy ? 10
(b) How will you evaluate that our communication strategy is successful ? 10
8. (a) What is corporate social responsibility ? 10
(b) What are the various areas of communication within an organization ? 10
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