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MS-068

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination, 2019**

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

**Time : 3 Hours]**

**[Maximum Marks : 100  
(Weightage 70%)**

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**Note :** Answer **any three** questions from Section-A. Section-B is **compulsory**. All questions carry **equal** marks.

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**SECTION-A**

1. (a) Explain marketing communication as a tool for market development strategy with suitable examples.
- (b) Explain the key consumer behaviour variables that are considered in developing marketing communication messages.
2. (a) Why and when firms advertise ? Discuss.
- (b) Discuss the stages involved in advertising campaign planning.

3. (a) Discuss the various kinds of creative associations. Analyse the creative associations involved in the following cases :
- (i) Amazon and Flipkart
  - (ii) Closeup and Colgate
- (b) What are Sales promotions ? Discuss the major objectives of sales promotions.
4. Write short notes on **any three** of the following :
- (a) Consumer perception
  - (b) One-sided vs. Two-Sided messages
  - (c) Copy testing
  - (d) Catalogue marketing
  - (e) Reach of mass media

### SECTION-B

5. The designer Jean Company 'VANGUARD' has embarked on a new marketing communication strategy. It has chosen to advertise on a leading Indian business

news channel as well as in a business magazine. The message is designed to announce new styles for the season and used a young female model :

- (a) Critically evaluate the marketing communication strategy of the said company.
- (b) Using the steps in the AIDA model, explain why a potential consumer who views "VANGUARD" advertising may not be ready to go out and purchases a new pair of Jeans.

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