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MS-68

MANAGEMENT PROGRAMME (MP)
Term-End Examination
June, 2020

MS-68 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any three questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) Discuss the communication model that describe how communication travels from the firm to the consumer and the factors that affect the way the consumers perceive the message.

P. T. O.

- (b) Why do firms advertise ? Explain the steps involved in planning advertising campaign.
2. (a) How does sales promotion supplement a firm's integrated marketing communication strategy ? Explain with an example.
- (b) What are the various types of media available for advertising ? Discuss.
3. (a) Comment on the reach of Internet in India. Do you think it can affect the reach of traditional press and television as an advertising medium ? Discuss with support your reasons.
- (b) What is a social issue ? Taking an example explain the various steps that one must consider to arrive at a strategy and to create communication material.
4. Write short notes on any *three* of the following :
- (a) Illustration
- (b) Copy testing

- (c) Media Scheduling
- (d) Direct mail
- (e) Agency growth : Style and content

Section—B

5. (a) A local furniture company targets college students and working professionals with accommodation of young people purchasing their first furniture items. What type of media would you use for advertising campaign ? Propose and justify giving reasons.
- (b) Advertising is a very important marketing tool. What does sales promotion accomplish that advertising cannot for :
- (i) A retailer
 - (ii) Manufacturer