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**MANAGEMENT PROGRAMME (MP)
Term-End Examination
June, 2021**

**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) Explain the various steps involved in developing a promotion strategy.
- (b) Develop a promotion strategy for a DTH service provider.

2. (a) Explain the various types of mass media available to an advertiser and evaluate their merits and demerits.
- (b) Why is it necessary to measure the effectiveness of an advertising campaign ? Discuss with an example.
3. (a) Distinguish between advertising research and marketing research, giving suitable examples.
- (b) What is direct marketing ? Discuss its advantages and limitations.
4. Write short notes on any **three** of the following :
 - (a) Rural media scene
 - (b) Headline
 - (c) Syndicated and custom research techniques
 - (d) Ethical issues in advertising
 - (e) Media strategy

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Section—B

5. A few decades ago Green Revolution initiatives had transformed Indian Agriculture sector in terms of quality, productivity and sustenance.

But today, any product/service offered with a tag 'GREEN' i.e. by prefixing has very few takers (for various reasons) yet the curiosity to know more about such offerings is remarkable. Taking a cue a Marketing Manager of a Green tea brand wishes to organize a consumer contest for creating better awareness and enhance the popularity of said brand. The Manager is primarily concerned to get inputs from rural and semi urban markets and also more inputs from the urban areas as well.

Questions :

(a) Suggest the details of the consumer contest covering the following :

(i) Theme for the contest

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(ii) Duration of the contest and closing data

(iii) Prizes to be offered

(iv) Judgment criteria

(v) Any other you may wish is relevant can be included

(b) What would you advise the Manager to do to evaluate the effectiveness of the contest ?

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