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MS-68

MANAGEMENT PROGRAMME (MP)
Term-End Examination
June, 2023

**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.

Section—A

1. (a) Discuss the model of communication process.
Explain the real and potential sources of
misunderstanding that may inhibit the
process of marketing communication. 10
- (b) How does personality factors of a consumer
affect the purchase decisions in the
following situations ? 10
 - (i) use of new line of wellness products
 - (ii) investment in mutual funds by
working women.

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2. (a) What is promotional strategy ? Formulate a promotional plan for a firm forayed into manufacture of hand sanitizer business for its introduction stage. 10
- (b) What are the objectives of an advertising plan ? Explain the various tasks that the advertise should consider for an effective advertising campaign. 10
3. (a) Media selection, planning and scheduling are of strategic importance in the process of advertising media planning. Discuss with a suitable example. 10
- (b) Comment on the process, functions and structure of an advertising agency in rendering services to its clients. 10
4. Write short notes on any *three* of the following : 20
 - (a) One-sided *vs.* two-sided messages
 - (b) Effectiveness of internet advertising
 - (c) Print media for direct marketing
 - (d) Distinguish social communication from bland advertising
 - (e) Importance of ethics

Section—B

5. APL is a city based electric vehicles startup which commenced delivery of Alpha1.0, a new generation electric bike. The cost effective, performance oriented and a stylish electric bike was handed over to the first ten customers by the founder CEO at their manufacturing plant, outskirts of Hyderabad, in the state of Telengana. According to the CEO, the Alpha1.0 e-bike launched during September 2020 had generated widespread interest in the market. The bike was specifically designed and targetted for the needs of upwardly mobile Indian consumers with a competitive base price of half a lakh rupees only.

The bike is powered by a Lithium-ion battery pack that charges in just four hours and offers a range of 100 kmph in a single charge. The bike does not need registration and the person driving it does not need a license.

You have been retained by the company as the marketing communication consultant for the

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next five years advising the company for awareness creation of the product per se and also the benefits that by using electric bike would help curbing the pollution levels in a small way.

Questions :

- (a) What elements of integrated marketing communication would you recommend and why ? Elaborate the choice of promotional elements in terms of awareness creation of the new innovation and its benefits in curbing pollution levels. 15
- (b) Suggest a suitable brand ambassador (need not be a celebrity) and give reasons for the choice. 15
- (c) Propose suitable USP for the new innovation and offer your reasons for the same. 10