

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

Term-End Examination

June, 2015

00317

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. All questions carry equal marks.*

1. What is media planning ? Explain various activities involved in developing a media plan. 10
2. What communication strategies can be adopted in E-Business ? 10
3. What communication strategies can a B2B business adopt ? 10
4. What is the relevance of developing a good communication strategy ? 10
5. What is a media planning agency ? How can it help any organization ? 10
6. What is advertising through media and how is it different from media advertising ? 10

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7. What is a campaign ? How does an agency plan a campaign ? What is the role of an advertising agency in campaign planning ? 10
 8. What are the effective communication tools in advertising ? 10

5. J. S. O. R.
