

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2010**

**MS-68 : MANAGEMENT OF MARKETING  
COMMUNICATION AND ADVERTISING**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note :**
- (i) *Attempt any three from Section A.*
  - (ii) *Section B is compulsory.*
  - (iii) *All questions carry equal marks.*
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**SECTION - A**

1.
  - (a) Describe the role of Marketing Communication in effective marketing.
  - (b) Discuss the various components for Planning Promotion Strategy for a brand of your choice.
  
2.
  - (a) What are the options available for the creative team for developing creative associations for a brand ? Discuss each of them briefly.
  - (b) Discuss two methods each for advertising Pre-testing and Post testing.

3. (a) Why is media planning important in advertising? Highlight the advantages and disadvantages of the various media available to the advertiser.
- (b) Explain the various timing patterns used in advertising. Suggest suitable timing patterns with reference to
- (i) Sun glasses.
  - (ii) Water Purifiers.
4. Write short notes on *any three* of the following :
- (a) Effectiveness of Internet advertising.
  - (b) Direct Mail.
  - (c) Public relations.
  - (d) Social marketing.
  - (e) Objectives and functions of Advertising Agencies.

## SECTION - B

5. A new brand of cellphone has to be launched by a leading electronics firm. After an indepth analysis of the market, the firm decided to position it as an aspirational product for the new age young urban Professionals, you have been hired to develop a communication strategy which will enable the company to achieve the desired penetration of 15% in the first year itself.

Work out a detailed Communication Plan for the launch, covering the following aspects.

- (a) Profiling up of the target audiences.
  - (b) Communication strategy to be used.
  - (c) Appropriate media vehicles.
  - (d) Ways to measure communication effectiveness.
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