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

Term-End Examination

June, 2011

MFW-068 : COMMUNICATION STRATEGIES

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

All questions carry equal marks.

1. (a) What is mass communication and what are its features ? 5
(b) What are target groups and Audience ? 5
2. (a) What is the impact of different Communication Media on different people ? 5
(b) How has electronic media altered communication in the last century ? 5
3. (a) What is communication strategy and why is it important ? 5
(b) Why is it important to define your target groups while planning your communication strategy ? 5

4. (a) What are the elements to be kept in mind while making a communication strategy ?
- (b) What core truths are illustrated by the essential elements ? 5
5. (a) What is "Brand" ? Why is branding important ? 5
- (b) What is corporate communications and what are its key tasks ? 5
6. (a) How will you evaluate that our communication strategy is successful ? 5
- (b) What is an advertising campaign ? 5
7. (a) What are the various areas of communication within an organization ? 5
- (b) What is corporate social responsibility ? 5
8. (a) What is the role of corporate communication officer ? 5
- (b) Explain the impact of internet on modern communication. 5
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