

02620

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2012

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 questions from Section-A.
(ii) Section-B is compulsory.
(iii) All questions carry equal marks.*
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SECTION - A

1. (a) **Explain the various sources of misunderstanding that may thwart the process of marketing communication, giving suitable examples.**
(b) **In what ways the advertisers make use of consumer learning concepts ?**

2. (a) **Your organization has come up with a new brand of toothpaste. As the marketing manager, how would you assign different roles to the various promotional mix elements keeping into consideration the 'Hierarchy of Effect' model ?**

- (b) Illustrate the use of colour in creation of an effective message.
3. (a) Explain the different types of media schedules available to the advertisers.
- (b) What are the major differences between internet advertising and conventional form of mass advertising ? Explain giving suitable examples.
4. Write short notes on *any three* of the following :
- (a) Use of Public Relations in marketing.
- (b) Pre-testing and Post-testing.
- (c) Social communication Vs Brand advertising.
- (d) Consumer Attitudes and Advertising.
- (e) Agency positioning strategies.

SECTION - B

5. (a) Taking any fast moving consumer good of your choice explain how you would go about managing a consumer promotion scheme.
- (b) School going kids are seen to compromise on their fun reading habits. Which media would you select to encourage their reading habits and why ?
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