

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2015

**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) Effective Marketing Communication results in the possible consideration of buying a good/service. Explain the above statement with two suitable examples leading to purchase decisions.
(b) What do you understand by the term 'promotion mix' ? Distinguish between advertising and publicity.

2. (a) Distinguish advertising research from marketing research and explain the major areas of application of advertising research.
(b) Explain the characteristics of various mass media giving suitable examples.

3. (a) As a Sales Promotion Manager, what criteria would you consider for effective implementation and management of consumer promotion of an FMCG company ? Discuss.
- (b) Explain the role and functions of an advertising agency.
4. Write short notes on **any three** of the following :
- (a) Consumer Perception.
- (b) Message Design and Marketing Objectives.
- (c) Three Step Process of Direct Marketing.
- (d) Agency Positioning.
- (e) Public Relations in Marketing.

SECTION - B

5. In spite of the best efforts of government and NGOs, child labour remains a major social issue in India. Legislations and efforts by NGOs, though necessary, are not enough to eradicate this social evil. This requires involvement of public at large. In this regard a social marketing campaign is to be developed by you.

Questions :

- (a) What will be the Marketing Communication Objectives of your campaign ?
- (b) For such a campaign suggest the large audience.
- (c) Develop a suitable campaign highlighting the media and the message