

MANAGEMENT PROGRAMME

Term-End Examination

June, 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) The purpose of Marketing Communication is to inform, remind and persuade buyers'. Discuss the statement with two examples of your choice where marketing communication has played a dominant role in the success of the brand.
- (b) How personality factors of a consumer affect the purchase decisions in the following situations ? (attempt any two)
- (i) Life insurance
 - (ii) Making a choice to pursue a professional course
 - (iii) Air conditioners

2. (a) Taking the example of a new brand of your choice, suggest a suitable media mix to create awareness and promote the brand. You may consider the competitive brands and the kind of media they use.
- (b) How would you measure advertising effectiveness of the following ? Give brief reasons for your answers.
- (i) Print advertising of small car Nano from Tata Motors.
- (ii) DLF-IPL season 4 on Television.
3. (a) What is direct marketing ? What are the inherent merits and demerits of adopting direct marketing methods by firms in pursuit of effectively promoting the product ?
- (b) What is Public Relations ? How does Public Relations supplement the marketing efforts of a firm ? Explain.
4. Write short notes on *any three* of the following :
- (a) Rural media scene
- (b) Use of colours in advertising
- (c) Syndicated and custom research techniques
- (d) Advertising Tasks
- (e) Ethics in advertising

SECTION-B

5. Study the case given below and answer the questions given at the end of the case :

Honda Siel Cars Ltd. maker of City, Civic, Accord, Jazz and CR-V has mostly been confined to metros even as other car makers have hit the country roads to gain huge incremental volumes that helped car sales rise more than 30% in 2010.

Looking at the growth rates the company is all set to expand its network of small cities and towns and tie up with state run and regional banks to ensure its upcoming compact car Honda Brio does not repeat the failure of Honda Jazz hatchback. Honda wants to tap the huge potential in smaller cities to ensure the Brio takes on competitors and revive its flattening sales.

According to company's top management, Brio has been developed after 5 years of painstaking research of the Indian market keeping in view the local conditions and catering the car to typical Indian family. Thus it will cater to urban nuclear families, but will also meet specific needs of larger family units in small towns.

The company has already increased its network to 150 outlets in 72 cities currently from 120 outlets in 2010. It is also a known fact that Honda is currently facing tough times as sales have been flat. Brio would be the first high-volume Honda car to hit the Indian markets by September 2011.

Questions :

Develop a detailed communication plan for brand Brio for its successful launch, covering the following aspects :

- (a) Communication strategy to be used.
 - (b) Kind of media vehicle options available and media selection for such a product.
 - (c) Methods to measure the communication effectiveness.
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