

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2014

**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 changing scenario of media in India with special focus on rural media.
(b) Explain the importance of creativity in advertising. What are the stages in creative process ?
2. (a) 'A good promotional strategy integrates all its components to achieve marketing goals'. Discuss.
(b) What are the methods used to measure the effectiveness of advertising ? Explain.
3. (a) What is Public Relations ? How Public Relations are used to promote a product ?
(b) 'Social marketing communication is more challenging than commercial marketing communication'. Do you agree ? Justify your choice.

4. Write short notes on **any three** of the following :
- (a) Media selection
 - (b) Characteristics of TV as Advertising Medium
 - (c) Ethical issues of advertising
 - (d) Account management
 - (e) Media Scheduling

SECTION - B

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

Each time there is a security related incident ; there is a 10 per cent increase in demand for security systems and substantially higher demand for physical security services. The demand is from government offices to corporate facilities, private homes, neighbourhoods and shopping centres, virtually every organization is looking for ways to protect itself from the terror threats, street crime and corporate espionage that are increasingly plaguing the world.

A number of security related incidents in India over the past decade has precipitated the demand for private security services. India has the largest private security force in the world and one million are added every year. The market growth rate is about 35 per cent. The fact that in one year alone 200 new security service companies have come into being, is an indicator of the growth in business as well as growth intensity of competition. The services are ranging from men guarding to background checks for employees and espionage operations. Malls, hotels, educational institutions, hospitals, IT and finance companies are demanding these services in the form of guards, electronic surveillance, detective services and so on.

Kapil, a former military officer, promoted a security services company by name Kapil Security Services (KSS) five years ago. The KSS has a workforce of 5000 security guards and the operations of the company are limited only to the Northern part of the country. Considering the growth in demand all over the country for the security services, Kapil planned the extension of services to 10 selected states of the country. Financial resources and human resources are not serious problems to Kapil. With his military background, he is confident that he can offer quality services even if the volume of operations is increasing. The problem is selling the services to business as well as household customers. He realized that external marketing is the key factor for the success of the business.

The consumer perception of insecurity with security services becomes dangerous for any firm. How to build confidence in the target market is the major concern. With regard to security systems to the households it may require concept selling as many prospects are not familiar with such systems. Kapil needs an external marketing communication strategy to execute his plans.

Questions :

- (a) What customer needs KSS is required to address in its communication strategy ? Discuss.
 - (b) Develop The Promotion Mix for KSS for marketing its services.
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