

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2016

**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) Distinguish between marketing objectives and marketing communication. How do they relate to each other ?
(b) What are the major differences between consumer promotions and trade promotions ? When and why such promotions are organised by the marketers ? Discuss.

2. (a) "Message design and Positioning" are important elements for planning an advertising campaign. Explain with a suitable example of your choice.
(b) What are the major reasons for celebrity advertising ? What are its merits and limitations ?

3. (a) What is media buying ? Why it is important for a media planner to have a sound knowledge of the various media options and their characteristics while deciding media selection ? Discuss with suitable examples.
- (b) Internet has emerged as a powerful medium. Explain the reach of this medium in relation to the traditional press and television. What are its limitations ?
4. Write short notes on **any three** of the following :
- (a) Rural media scene
- (b) Composition of an advertisement
- (c) Managing sales promotion in service marketing
- (d) Catalog retailing
- (e) Ethical issues in advertising

SECTION - B

5. A large industrial house from the private sector with diversified businesses and with a strong corporate brand name (XYZ) has now forayed into manufacture of low priced smart phone mobile handsets to explore the huge domestic market available for this category.

The primary objective for diversifying into mobile handset business is to compete effortlessly in a highly competitive market and leverage by using its strong and well known corporate brand name and further extend the same to this new line of activity. This would enable the company to capture considerable market share as a short-term strategy.

Questions :

- (a) Propose a detailed promotion strategy for the Introductory phase.
 - (b) Develop a suitable advertising campaign for print medium by clearly specifying the creative and strategic considerations that you wish to propose for the XYZ brand mobile handset.
 - (c) What criteria would you consider to measure the effectiveness of the campaign ? Justify.
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