

MS-68

MANAGEMENT PROGRAMME

Term-End Examination

June, 2009

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 basic elements of communication flow by giving suitable examples.
(b) What are the elements of Promotion Mix ? Explain them giving suitable examples.

2. (a) What are the various objectives of promotion ? Explain them taking the example of a Bank and an Educational institution.
(b) What can be the communication techniques that can make the message memorable in Advertising Campaign Planning ? Explain.

3. (a) Discuss the Creative Advantages and Disadvantages of Various Media.
- (b) What is Social Marketing Communication ? Give few creative approaches that can be used in Social Marketing Communication. Illustrate with suitable example.
4. Write short notes on *any three* of the following :
- (a) Ethical Issues in Advertising.
- (b) Rural Media Scene in India.
- (c) Internet Advertising.
- (d) Methods of Conducting Advertising Effectiveness Research.
- (e) Agency Positioning Strategies.

SECTION - B

5. A new University having professional courses like MBA, MCA, Engineering (B. Tech), Law etc. and also is an affiliating University in terms of giving recognition to self financing institutions for starting various professional courses has come up in Delhi. The University wants to increase its visibility among Delhi and neighbouring areas for its courses and wants to design promotional campaign for the same.

Suggest a suitable promotional plan for the University. Your promotional plan must cover the following aspects.

- (a) Advertising Message Strategy
- (b) Media Planning
- (c) Public Relations and Publicity

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