

MS-68 : MANAGEMENT OF MARKETING COMMUNICATION AND ADVERTISING



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Short Description

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Description

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■ **MANAGEMENT PROGRAMME (MP)**

Term-End Examination

December, 2021

**MS-68 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 hours Maximum Marks : 100

(Weightage 70%)

Note : (i) Answer any three questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

SECTION - A

1. (a) What is Marketing Communication Process ? Explain the various sources of misunderstanding that may obstruct the process.

(b) How do strategies and client focus vary according to the type of client and size of the agency ? Discuss.

2. (a) Distinguish between communication strategy and promotional strategy.

(b) Discuss the various elements in the planning process of promotional strategy taking the example of any consumer durable product of your choice.

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3. (a) Briefly explain the various marketing communication forms with suitable examples. (b) What are the characteristics of Direct marketing that distinguishes it from other promotional methods ? Explain with suitable illustration.

4. Write short notes on **any three** of the following : (a) Radio Vs Television as advertising medium (b) Creative Associations (c) Elements of media strategy (d) P. R in marketing (e) Agency Positioning

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