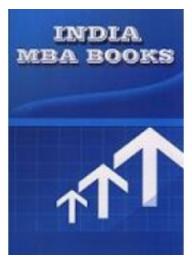
# MS-68: MANAGEMENT OF MARKETING COMMUNICATION AND ADVERTISING



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Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

**Publisher: MEHTA SOLUTIONS** 

**Edition Description: 2021-22** 

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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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