

MANAGEMENT OF MARKETING



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Short Description

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1. Briefly discuss the key behavioural concepts that are relevant in the conception and development of suitable communication plan in the following situations :

(a) On-line Management Program

(b) Chain of Fast Food Joints

2. (a) Why is Message design and development of Vital importance in every advertising campaign planning across product categories ? Explain with two suitable examples of your choice.

(b) Briefly explain the various methods used to conduct advertising effectiveness research.

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3. (a) What are the various types of media available to the Indian Advertisers ? Discuss.

(b) Why is media selection process considered as a crucial task ? Elaborate.

4. Write short notes on **any three** of the following :

- (a) Rural Media Scene
- (b) One-sided Vs two-sided Message
- (c) Effectiveness of Internet advertising
- (d) Consumer promotions
- (e) Functions of Advertising Agency

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers