

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

Section—A

1. (a) “Marketing communication is a continuing dialogue between the buyer and the marketer in a marketplace.” Discuss the statement with suitable illustration. 10
- (b) Describe the elements of the promotion mix. Explain how promotional mix for motorcycle would differ from the promotional mix for an SUV. 10

2. (a) Explain how would you evaluate media options. Discuss the factors that are considered essential for media selection. 10
- (b) What are the roles and responsibilities of a media planner in relation to both, the agency and the clients being serviced by the agency ? 10
3. (a) What is direct marketing ? Outline the reasons for its growth and its relevance in the current marketing environment. 10
- (b) Discuss the role and functions of a full service advertising agency. Bring out the major differences between full services advertising agency vis-a-vis an agency which is only booking classified advertisements. 10
4. Write short notes on any **three** of the following : 20
- (a) Message design and marketing objectives
- (b) Copy testing
- (c) Characteristics of Newspapers as a media
- (d) Organizing sales force incentives
- (e) Meaning and scope of Public relations

Section—B

5. (a) If television is to be used as a medium for expanding the market for Gillette range of shaving blades, what kind of TV channels would you select and why ? Which other media would you recommend for achieving the above objective ? 20
- (b) A South India-based company is engaged in manufacturing and marketing a wide range of steel utensils for domestic use. It now wants to tap the quality conscious market in North and Western India. It believes that promotion is the key to its growth. Suggest an appropriate approach to promotion efforts, the ways to set the promotional budget and the methodology to measure the effectiveness of promotion. 20

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