

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

December, 2025

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

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) Elaborate the role of marketing communication in bringing the firm and its target market closer to each other. 10

- (b) Enumerate the major barriers that can impact the effectiveness of marketing communication. 10
2. (a) As a marketing manager, why and when will you use personal selling, sales promotion and publicity? 10
- (b) How can advertisers make use of consumer personality and psychographics in their advertising campaigns? 10
3. (a) How does the understanding theory of consumer learning come to the aid of advertisers? 10
- (b) How does an understanding of primary consumer influence forms the basis to frame communication strategy? 10
4. Write short notes on any *three* of the following: 20
- (a) Creativity in advertising
- (b) Message presentation
- (c) Unaided and aided recall

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- (d) Illumination model in computer graphics
- (e) Sales force incentives

Section—B

5. (a) Choose at least *three* brands each in the product categories of cars and vegetable oil. Next make a comparison of USPs of the chosen brands together with your remarks. 20
- (b) Conduct a situational analysis for promotional planning of instant noodles. 20

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