

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

June, 2025

**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.

(iii) All questions carry equal marks.

Section-A

1. (a) Explain the key consumer variables that are relevant in formulating marketing communication for a lifestyle product of your choice.

- (b) What constitute promotional strategy ?
Propose suitable objectives for a footwear brand.
2. (a) Define the concept of creativity. What are the alternatives available to a creative director for creative associations in advertising for a chocolate brand ?
- (b) Explain how media planning would differ for various product categories. Select *one* product each from an FMCG and a consumer durable of your choice and highlight the differences in their media planning strategy.
3. (a) How is sales promotion different from promotion ? Discuss the *five* sales promotion schemes you might use for consumer and trade promotion.

- (b) Discuss the various tasks that advertising agencies undertake for a client company.
4. Write short notes on any *three* of the following :
- (a) Headline of a print advertisement
 - (b) USP as a creative association
 - (c) Interactive media
 - (d) Advertising tasks
 - (e) Advertising and ethics

Section—B

5. As a media consultant, you have been retained by a large diversified Indian company to advise them in media selection process to revive their loss-making snacks division. List out and discuss all the factors that you would consider for the proposed task and recommend a suitable revival strategy for the company.

- (b) Why is it essential to measure the ad-effectiveness ? Discuss its pros and cons. What criteria would you adopt for measuring the ad-effectiveness for 'Save Tiger' Campaign on Television by sports personnel ?

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