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MS-068

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2026

**MS-068 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt only *three* questions from
Section A, Section B is compulsory.

Section—A

1. (a) How does Marketing Communication ride on the boat of creativity to reach the target audience ? 10
- (b) How do marketer use their understanding of different consumer motives in purchase decision for designing their advertising messages ? 10
2. (a) Take suitable illustrations to explain the levels at which the effect of colour works. 10

- (b) How do advertisers apply the AIDA and hierarchy of effects model in their advertising ? Illustrate with help of examples. 10
3. (a) Describe the major Ad-agency structures in India. 10
- (b) Discuss any *two* approaches used to decide the advertising budget. 10
4. Write short notes on any *three* of the following : 20
- (a) Body copy
- (b) Bezier Curves
- (c) Public Relations Benefits
- (d) Ad-agency functions

Section—B

5. (a) As an advertiser of science text books for school going Xth standard students of tier-II cities of North India, what advertising objectives can you frame for your campaign ? 20
- (b) Make use of *two* examples to show that technology helps advertisers to understand consumer needs. 20

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