

MMS/MX

6809

Marketing Communication Strategy
Paper: MM-406

Time: Three Hours]

[Maximum Marks: 70

Note : There are EIGHT questions in all. Question No.1 (Comprising SEVEN short answer type questions) is compulsory. Total number of questions to be attempted is FIVE, including Q.No. 1. All questions carry equal marks.

1. Write short notes on the following :

(Compulsory)

- (a) Elements of Effective Communication Strategy.
 - (b) Creativity Process.
 - (c) 'Noise' in Communication.
 - (d) Layout.
 - (e) Role of Internet in Marketing Communication.
 - (t) Cognitive Process.
 - (g) Selecting Appeals.
2. Explain the nature and process of "Mass Communication." In what significant ways does it differ from 'Personal Communication'? What are the implications of these differences for marketing communication planners?
3. Differentiate' clearly between 'Central and Peripheral Routes' to persuasion. Also explain the conditions when 'Central' or 'Peripheral' route will be followed? What are the limitations of this approach?
4. Why is establishing objectives for integrated marketing communication considered important? What is the contribution of 'DAGMAR' Approach in this context? Why is this approach criticized?

5. Discuss the role of creative strategy in planning communication programmes? What challenges and risks are involved in this planning?
6. Discuss the concept and role of 'Public Relations'. Explain its complete process. How will you plan and execute Public Relations programme for a hospital?
7. What is 'Direct Marketing'? What tools and tactics are commonly used in it? What is the impact of technological developments on it? Give some examples.
8. "Personal selling activities range over wide spectrum of situations." What are these situations? What strategic issues are involved herein? How can it be done on the Internet?