

(2)

3. What do you understand by "Creative Strategy" ? It is generally said that 'an understanding of information processing and effects of persuasive communication is necessary background for generating creative strategies. Elaborate the statement.
4. "Managing and coordinating the entire communication process calls for integrated marketing communications." Why is it so ? Also give a brief idea of different elements of communication process.
5. Define 'Direct Marketing'. How may it be done ? What may be the role of electronic media in this context ?
6. Discuss the nature and process of "Public Relations". How can it be planned and executed ?
7. How may objectives for integrated marketing communication programmes be determined ? Give a brief account of DAG MAR approach in this context.
8. "Creating and producing copy is a vital part of marketing communication management." Explain the statement highlighting the complete process of creativity and production of advertisement.

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MMS/M12

MARKETING COMMUNICATION AND STRATEGY

Paper-MM-406

Time allowed : 3 hours]

[Maximum marks : 70

Note : There are Eight questions. Question No. 1 comprising seven short answer type questions, is compulsory. You are required to attempt five questions in all, including Question No. 1 (Compulsory). All questions carry equal marks.

1. Write short notes on the following : (Compulsory)
 - (a) Hierarchy of effects model of communication
 - (b) Qualities of creative person
 - (c) Lay out
 - (d) Publicity
 - (e) Noise in communication process
 - (f) Cognitive Dissonance
 - (g) Personal Vs Mass Communication process.
2. Outline the major components and considerations that you would include in an advertising plan. Illustrate your answer assuming you are planning an advertising campaign for promoting a durable consumer product. State your assumptions clearly.