

MMS/M07
MARKETING COMMUNICATION STRATEGY
Paper: MM-406

- 18' 7
530;

Time: Three Hours]

[Maximum Marks:

Note: There are EIGHT questions in all. Question No.1 (Comprising SEVEN Short-answer type questions) is compulsory. You are required to answer FIVE questions only" including question No.1. All questions carry equal marks.

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(COMPULSORY)

1. Write short notes on the following :
 - (a) Creative Strategy
 - (h) Direct Marketing
 - (c) Cognitive Process
 - (d) Communication Vs. Sales Objectives
 - (e) Role of Feed Back in Communication
 - (f) Bajiers to Communication
 - (g) Cognitive Dissonance.
2. Explain the nature and process of Communication. What is the significance of under standing of this process from marketing viewpoint?
3. Explain the concept and composition of 'Integrated Marketing Ccmrnunication'. How will you plan the Marketing Communication mix for onioting tourism in'India?
4. Discuss the role of internet in the Marketing Communication Strategy. What tacPcs may specifically used for sales promotion with the help of Internet Media?
5. What do you understand by 'Public Relations' ? Explain its complete process. How may you plan and execute public relations strategy for an educational institution? Give example.
6. Discuss the nature and scope of advertising as a Communication tool. What kind of.appeals would you like to develop while promoting (a) Automobiles and (b) Air Travel through advertising?
7. Discuss the role of creativity in Marketing Communications. How may creative strategy be planned? What may be some of the problems and risks in this context?
8. Discuss 'DAGMAR' approach to determine promotional objectives. Do you think this ap-
proach is an effective tool for Marketing Communication Planning and Control? Why or why not?

