

Roll No.....

13279

MMS/M-14
MARKETING COMMUNICATION STRATEGY
Paper: MM -406

Time: Three Hours]

[Maximum Marks: 70

Note: The question paper is divided in two Parts— Part -A and Part -B. Part -A comprises of ten short answer type questions of five marks each. Part -B comprises of five questions of ten marks each.

You are required to attempt any eight questions from Part -A and any three questions from Part -B.

PART—A

1. Briefly explain the characteristics of Marketing Communication Mix.
2. Explain what factors affect Media planning.
3. What may be the role of Personal Selling in Marketing Communication Mix?
4. Differentiate between Pull vs. Push strategies.
5. What is your understanding of AIDAS theory of Personal selling?
6. What are the major Sales promotion devices?
7. What managerial tasks are involved in the management of sales force?
8. What difficulties are faced by managers in determining advertising budget?
9. What are the difficulties in getting the feedback from mass markets?
10. Differentiate between the 'Public Relations' and 'Publicity'.

PART—B

11. Why determination of objectives for Integrated Marketing Communication Programme is considered to be important? How will you determine the objectives in this context?
12. You have been assigned the task of measuring the effectiveness of an advertisement before it is released for full commercial purposes. How can it be done? What may be the various approaches?
13. Explain briefly the nature and role of 'Public Relations' in Marketing communication strategy. How will you plan and execute Public Relations Programme for a company marketing services ? Illustrate.
14. What is 'Direct Marketing'? What kinds of development are taking place in the Information

Technology? How these developments may be used in this context?

15. What are the strengths and weaknesses of 'Personal Selling'? In which stages of the buying process, personal selling can be more effective? Give some examples also.