

**MMS/M- 13**  
**MARKETING COMMUNICATION STRATEGY**  
**Paper- FM- 406**

*Time allowed : 3 hours* [ *Maximum marks : 100* ]

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

1. Write short notes on the following :
  - (a) Barriers to communication.
  - (b) Impact of technological development on marketing communication.
  - (c) Selecting advertising appeals.
  - (d) Problems in getting 'Feed Back'.
  - (e) Outline of public relations process.
  - (f) Publicity as a promotool.
  - (g) Role of television in marketing communication.
2. Explain the nature and process of communication. What are its major Elements ? what significant differences are there between personal and mass communication processes?
3. Discuss the significance of integrated marketing communication programmes. How would you determine objectives for such programmes? Evaluate briefly the role of DAGMAR approach in this context.
4. Highlight the main features 'Elaboration Likelihood Model' (ELM) of information processing. What are its important merits and limitations?
5. Discuss the role of 'internet' in the marketing communication strategy. How sales may be promoted with help of this media?
6. Discuss the role of creativity in marketing communications. How may it be planned and developed? What may be the problems and risks inherent in this task?
7. What do you understand by "Cognitive dissonance" ? Explain briefly its theory as well as its implications for communication strategists.
8. You are working as a consultant in a company marketing nationally 'Fast Moving Consumer Goods' (FMCG) in India. You have been asked to suggest an integrated marketing communication plan for promoting the company's products in the rural markets of the country. Suggest your plan for this purpose. State your assumptions (if any).