

14/5/19

Roll No.

Total Pages : 2

OMMS/M-19

13046

MARKETING COMMUNICATION STRATEGY

Paper : MM-406

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt any *eight* questions from Part- A and any *three* questions from Part-B. Each question of Part-A carries 5 marks and that of Part-B carries 10 marks.

PART-A

1. Discuss the factors affecting setting of marketing communication mix.
2. What are the major issues confronting IMC plan?
3. Discuss the various types of headlines.
4. Discuss the principles of personal selling.
5. Differentiate between flighting and pulsing.
6. Explain Hierarchy of Effects Model.
7. In what cases, direct marketing is mostly used?
8. How the study of cognitive dissonance helps in framing the ad objectives?
9. Discuss the policy formulation functions of sales manager.
10. Explain competitive parity method of budgeting.

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PART-B

11. What are the elements of marketing communication mix?
How the effectiveness of these elements can be measured?
12. Explain the various types of advertising on internet. Why this media is preferred over others?
13. Discuss the various tactics involved in push and pull strategies. How this combination helps the sales persons?
14. Explain the public relations decisions and the strategies to develop and maintain the relations.
15. What major issues are confronting publicity now-a-days?
Discuss the unethical practices used in publicizing the product.