

Roll No.....

Total Pages: 3
13546

MBA/M-17
MARKETING COMMUNICATION STRATEGY
Paper: MBA-MM-406

Time: Three Hours

Maximum Marks: 80

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

Part-A

1. Discuss the characteristics of IMC.
2. What major factors contribute to the increased complexity and risk for media planners?
3. What are the advantages and limitations of post-testing methods for measuring advertising effectiveness?
4. Differentiate between direct marketing and personal selling
5. Differentiate between surrogate advertising, bait advertising and subliminal advertising.
6. Discuss the factors influencing the growth of sales promotion.
7. Would you recommend 'Push' or 'Pull' promotion to increase distribution of your brand? Explain.
8. Explain the various sales promotion design issues.
9. Discuss the prominent tools of direct marketing.
10. Explain with examples, the increasing role of publicity in current business scenario?

Part-B

11. Design the plan of IMC for promotion of designer apparels for working women in India.
12. Discuss the various strategies of media scheduling. What factors affect the scheduling decisions?

13. Explain the main methods of budget allocation. Which one is most appropriate? Explain.
14. Explain the various decisions related to designing and managing the sales forces for personal selling.
15. Discuss the various steps involved in advertisement planning.