

Roll No.

Total No. of pages: 2

Exam Code

2594

MMS/M11

6821

Marketing Communication Strategy

Paper: MM-406

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt **FIVE** questions in all. Question no. 1 is compulsory. All questions carry equal marks.

1. Write Short notes on the following (compulsory):
 - a. Nature of Mass Audience
 - b. Barriers to communication
 - c. Direct Marketing
 - d. Creativity Process
 - e. Cognitive Consistency
 - f. Elaboration Likelihood Model
 - g. Qualities of an effective copy
2. Explain briefly the nature and process of Communication. Why the understanding of this process is considered desirable for planning the marketing communication strategy?
3. “Planning the communication programmes is not a haphazard process.” Elaborate. Also explain how the ‘DAGMAR’ approach may be an effective tool for planning integrated marketing communication programmes. What are its shortcomings?
4. What is your understanding of the ‘Cognitive Processing of Communication by the audience’? Why does ‘Cognitive Dissonance’ arise? How may it be overcome by the communication planners?

5. Write a note on 'Creative Strategy' explaining what is it; how can it be planned; and what may be the challenges in its planning.
6. Discuss the role of the 'Electronic Media' in persuasive communication. How can it be used for promoting consumer goods with special reference to the rural markets in India?
7. What is 'Public Relations'? How is it different from 'Publicity'? How will you plan the public relations strategy for the Government Hospitals in India?
8. "Selecting Appeals is a Scientific Process." Comment on the statement. How will you select appeals for promoting social products for public welfare? Illustrate.