

MMS/M-16
MARKETING COMMUNICATION STRATEGY
PAPER-MM-406

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. Discuss the role of IMC in marketing process.
2. Discuss the factors affecting the setting of marketing communication mix.
3. Discuss the pre testing methods for measuring advertising effectiveness.
4. Differentiate between public relations and publicity.
5. How services advertising is more difficult than product advertising?
6. Explain the various tools of public relation? Which is more effective?
7. What are the pros and cons of push strategy? When it is more effective?
8. What is the difference between personal selling and direct marketing?
9. Discuss the principles of personal selling.
10. How advertising is integrated with publicity?

Part-B

11. How effectiveness of various elements of marketing communication mix is measured? Why is it necessary?
12. Discuss DAGMAR approach of advertising. What is the criticism of this approach? Also explain the relevance of this approach in marketing.
13. Explain the sales promotion tools. What decisions are taken by companies while promoting sales?
14. How direct marketing emerged as an effective tool of communication? Explain with examples. What strategies are often used by companies while going for direct marketing?
15. Discuss the process of management of sales in personal selling.