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Total Pages: 3
13246

MBA/M-18
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 IMC planning model.
2. What major PR tools are adopted by companies in changing business scenario.
3. Discuss the limitations of pre testing methods for measuring advertising effectiveness.
4. Discuss the recent pull strategies adopted by marketers.
5. Differentiate between puffery and bait advertising.
6. How effectiveness of sales promotion is measured?
7. Discuss the Elaboration likelihood model of communication.
8. Explain the various sales promotion design issues.
9. Discuss the issues involved in managing the sales force.
10. How GRP is different from TRP?

Part-B

11. How integration of advertising and publicity helps the companies to achieve competitive advantage? Give suitable example.
12. Which direct marketing strategies are taken by companies now? Explain the increasing role of internet in direct marketing.
13. Explain the different factors affecting budget allocation. Also explain the most appropriate method of budget allocation.
14. Discuss the importance of advertising objectives. How these are framed?
15. Discuss the various decisions confronting sales promotions. What issues can emerge and how these can be resolved?