

Marketing Communication Strategy

Paper: MM-406

Time-Three Hours

Maximum Marks: 70

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

1. Write short notes on the following:
 - (a) Integrated Marketing Communication
 - (b) Direct Marketing
 - (c) Sales Promotion on the Internet
 - (d) Two-Step flow of Communication
 - (e) Creativity Process
 - (f) Communication vs. Sales Objectives
 - (g) Barriers to Communication
2. Explain the complete process of marketing communication with the help of a logical flow model. What are its implications for marketing strategists?
3. How will you determine objectives for Integrated Communication Programmes? Discuss the role of DAGMAR in this context.
4. Discuss the importance of creativity in message writing. What problems are faced by a copy-writer? How may they be overcome?
5. Explain clearly the cognitive processing of communication by the receivers. Also explain why dissonance arises and how can it be dealt with by the communication strategists?
6. What is 'Public Relations'? How is it different from other promo tools? How may you plan public relations strategy for an educational institution? Illustrate your approach with the help an example.
7. Discuss the recent development in the electronic media. How would you compare their role with the print media?
8. Discuss the role of various marketing communication tools, such as advertising, personal selling, sales promotion etc., in the marketing strategy of a company dealing in consumer durables. Explain the top management's stake in deciding the strategy in this context.