

**MARKETING COMMUNICATION
STRATEGY Paper: MM406**

Time: Three Hours]

[Maximum Marks: 70

Note: There are EIGHT questions in all. Question No.1 (Comprising SEVEN Short-answer type questions) is compulsory. You are required to answer FIVE questions only, including question No.1. All questions carry equal marks.

1. Write short notes on the following
(COMPULSORY)
 - (a) Publicity Vs. Advertising.
 - (b) Creativity Process.
 - (c) Communication objectives Vs. Sales objectives.
 - (d) Concept of integrated marketing communication.
 - (e) Impact of internet on marketing communication.
 - (f) Problems of getting feedback in mass communication.
 - (g) Noise in Communication Process.
2. Explain in brief, the communication process. In what significant ways does mass communication differ from personal communication? What are the implications of these differences for the planning of marketing communication? (You must explain the difference and implication, considering each of the elements of the communication process);
3. Explain in sufficient detail, the cognitive processing of communications by the receivers. Explain also the twin concepts 'Cognitive consistency' and 'Cognitive dissonance'.
4. What is meant by 'Appeals' in marketing communication? It is generally said that "Basic appeals should not be based on guesses as to what would motivate the consumers. Comment on statement and discuss how would you select appeals for promoting 'Cosmetics for Men' in India.
5. You are appointed as a consultant to a company marketing consumer durables in India. You have been asked to suggest an integrated marketing communication plan for promoting your products in the rural markets of India. Suggest your plan for this purpose.
6. What is 'Direct Marketing'? Explain how the recent developments in information technology may be affecting direct marketing?
7. What is the role of Public Relations in marketing management? Explain the complete process of Public Relations. What are the prerequisites of effective public relations? Differentiate between 'creative strategy' and 'Creative tactics'. What creative tactics would you suggest for print advertising? Explain the utility of AIDA concept also in this context.
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