

Roll No.

Total Pages : 02

OMMS/M-20 13165
MARKETING COMMUNICATION
STRATEGY
MM-406

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *eight* questions from Part A (5 marks each)
and *three* questions from Part B (10 marks each).

Part A

1. Discuss the components of marketing communication mix.
2. What are factors affecting IMC plan ?
3. What is the criticism of publicity ?
4. In what cases, social appeal in advertising is effective ?
5. When is flighting approach used ?
6. Differentiate between Push and Pull strategy.
7. In what cases, personal selling is mostly used ?
8. Explain GRP. How is it calculated ?
9. Discuss the issues confronting sales promotion plan.

(2)L-13165

10. Explain the prominent public relations tools.

Part B

11. Explain the IMC Planning Model. Discuss the pros and cons of this model.
12. Explain the components of designing a creative strategy. What issues are confronting this strategy ?
13. How were appeals changed in the advertisements of the products/services during COVID-19 situation ? Explain with examples.
14. With the help of any case, explain the integration of sales promotion with advertising and publicity.
15. Explain the prominent direct marketing tools. Which tools played a significant role in influencing customers during lockdown due to COVID situation ?