

Roll No. ....

Total Pages : 02

MMS/M-17

13546

MARKETING COMMUNICATION  
STRATEGY

MM-406

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt any *eight* questions from Part A and any *three* questions from Part B. Each question of Part A carries 5 marks and that of Part B carries 10 marks.

**Part A**

1. Discuss the characteristics of IMC.
2. What major factors contribute to the increased complexity and risk for media planners ?
3. What are the advantages and limitations of post-testing methods for measuring advertising effectiveness ?
4. Differentiate between direct marketing and personal selling.
5. Differentiate between surrogate advertising, bait advertising and subliminal advertising.

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6. Discuss the factors influencing the growth of sales promotion.
7. Would you recommend 'Push' or 'Pull' promotion to increase distribution of your brand ? Explain.
8. Explain the various sales promotion design issues.
9. Discuss the prominent tools of direct marketing.
10. Explain with examples, the increasing role of publicity in current business scenario ?

**Part B**

11. Design the plan of IMC for promotion of designer apparels for working women in India.
12. Discuss the various strategies of media scheduling. What factors affect the scheduling decisions ?
13. Explain the main methods of budget allocation. Which one is most appropriate ? Explain.
14. Explain the various decisions related to designing and managing the salesforces for personal selling.
15. Discuss the various steps involved in advertisement planning.

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