

MANAGEMENT PROGRAMME**Term-End Examination****June, 2007****MS-68 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) Attempt any **three** questions from Section A.
- (ii) Section B is **compulsory**.
- (iii) All questions carry equal marks.

SECTION A

1. (a) How does communication differ from marketing communication? Why is it advisable to view the 'target audience' for marketing communication beyond customers?
- (b) What marketing communication tools would you recommend for :
 - (i) Launch of new brand of car.
 - (ii) An established brand of detergent which is facing tough competition and the sales are negatively affected.

2. (a) What are the steps involved in developing an effective media strategy ? Discuss each step briefly.
- (b) What media mix would you recommend for a product targeted at children ? Justify your answer by giving suitable example.
3. (a) How is sales promotion different from promotion ? Discuss five sales promotion schemes you might use for consumer promotion and also for trade promotion.
- (b) What sales promotion schemes would you recommend for the following :
- (i) A company which is launching a new non-aerated fruit juice.
- (ii) A consumer durable product, like air-conditioners where dealer support is necessary to achieve the sales targets.
4. (a) Write a brief note on the media scene in India, clearly indicating the changes which have taken place over the last decade.
- (b) Compare the characteristics of television with radio, as advertising media.

SECTION B

5. Read the following situation and answer the questions given at the end.

Jet Airways has taken over Sahara Airlines recently and has decided to rechristen the airlines as Jetlite, positioned between a full service and low fare airlines. It proposes to have only economy class seats and will operate only on the domestic routes.

Propose an advertising strategy for Jetlite indicating the following :

- (a) What type of target segments, both in terms of demographics and psychographics, should the company target at ?
- (b) What should be the key response the campaign should generate ?
- (c) What media vehicles should be used for such a campaign and why ?
- (d) How would you assess the effectiveness of this campaign ?

