

SVKM's NMIMS University  
School of Distance Learning

**Management of Marketing Communication and Advertising**

**Date:** 20.12.2007

**Marks:** 100

**Time:** 3.00 to 6.00

**Answer any five questions (all questions carry equal marks)**

- 1) Nirma dishwashing soap is planning its foray into the villages of Gujarat. Assuming that most of them still use ash to wash utensils, discuss the promotion strategy you would use to open the rural markets to Nirma. What would be the major challenges in a rural market for Nirma as compared to any urban market?
- 2) Explain with relevant examples, the role of marketing communication using the three "dyads" between buyer, seller and the case of non-profit organization.
- 3) Describe various elements of communication using the Source-medium-receiver model. Point out the various sources of misunderstanding in communication and recall examples of campaigns that may have failed to one or more of these reasons.
- 4) "An airliner passenger feels the fear of an engine failure even more if he spots coffee stains on the folding food table" Discuss this statement with regards to consumer perception. What are the different learning theories of relevance to advertisers?
- 5) Explain how Promotional, Marketing and Corporate strategies are related. Take an example of a large business house and how its corporate strategy is linked to that of its promotional strategy.
- 6) What are the media characteristics of :
  - a. Television
  - b. Newspaper
  - c. Radio
  - d. Magazines
  - e. Internet
- 7) Why is it necessary to measure effectiveness of advertising? What are the issues faced while doing so?
- 8) Explain the structure of a basic advertising agency. Explain the workflow within an advertising agency assuming that the client is Coke who wants to run a campaign of "Blue Billion Indian Cricket team for worldcup"

9) Explain the concept and process of creativity in the advertising world. What forms a "creative personality" ?

10) Describe in detail what constitutes a media strategy and how it is developed. How will the media strategy of an Industrial component differ from that of a domestic airconditioner?

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