

**PROGRAM (Semester): PGDITM (III)/ PGDMM (IV)/ ADITM (III)**

**Subject: Management of Marketing Communication and Advertising**

**Date: 04-06-2009 (3.00 p.m. – 6.00 p.m.)**

**Marks: 100**

**Time : 3 hrs**

**Instructions:** Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

**NB:**

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicate full marks.

**Q1 : Answer any two : (10 Marks)**

1. "Advertising enhances a consumer's right to choose"—comment critically on this statement
2. Explain the role of an Account Manager in an advertising agency
3. What are the different ways to use Mobile for Marketing Communications?
4. Explain in short – the need for PR for an organization

**Q2. Write Short notes on Any Three (15 Marks)**

1. Advertising during economic slowdown
2. Rural marketing communications
3. Defining a target audience
4. Media Mix of a campaign
5. Evolution of Television media

**Q3. Answer any three of the following (45 marks)**

1. What is the main function and need of an advertising agency for a company? Explain the organizational structure of an agency.
2. Explain what constitutes a promotional mix for a company. Explain the constituents with relevant examples
3. Assume you are a local softdrink manufacturer, planning to expand to a larger part of the country. Explain your communication strategy and the brief you would give to your agency
4. Explain the process of communication through Shannon and Weaver Model
5. What is direct marketing? what are the essential steps involved in the same? Can you cite any industry that totally depends on direct marketing?

**Q4. Case Study: answer the questions in detail based on the case (Marks : 30)**

A leading telecom Giant AI-telecom, from the middle east is planning to start its operations in India. The company intends to offer voice as well as data services. It has already got all the necessary approvals and product concepts. Towards a grand launch of the product the company is making some serious publicity plans. You are required to guide the company by answering the following questions:

1. Define the category of your product and assume a TG to whom you will be targeting the product primarily.
2. State your media selection strategy and message (creative) strategy
3. How will you measure the effectiveness of your campaign?

— X —