

0Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2016

Subject Code: 2830102**Date: 04/01/2017****Subject Name: Integrated Marketing Communication (IMC)****Time: 02:30 pm to 05:30 pm****Total Marks: 70****Instructions:**

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q. 1 (a) MCQ

(Marks 6)

1. Which of the tool is defined as any form of paid and non-personal communication of idea, goods, and services by an identified sponsor?

- | | |
|---------------------|--------------------|
| A. Direct Marketing | B. Public Relation |
| C. Advertising | C. Sales Promotion |

2. The promotional strategy in which company spends lot on advertising and consumer promotion to build up consumer demand is known as _____.

- | | |
|-------------------|------------------------|
| A. Push Strategy | B. Integrated Strategy |
| C. Trade Strategy | D. Pull Strategy |

3. Which type of media has primary objective to get customer's attention and generates purchase by making customer buy (like Point-of-Purchase).

- | | |
|--------------------|----------------------|
| A. Broadcast media | B. Interactive media |
| C. In-store media | D. Support media |

4. Adding a sticker on Lenovo laptop that says "Intel Inside" is the example of

- | | |
|------------------------|-------------------|
| A. Reference branding | B. Co-branding |
| C. Ingredient branding | D. Multi-branding |

5. Method of managing advertising budget at level company can have money for is classified as

- | | |
|-------------------------------|------------------------------|
| A. Percentage of sales method | B. Affordable method |
| C. Competitive parity method | D. Objective and task method |

Q. 4 (a) What is top-down approach of budgeting? Explain different methods of top-down budgeting (Marks 7)

Q. 4 (b) Explain with example creative tactics of print advertising. Develop a print advertisement for Swach Bharat Abhiyan. (Marks 7)

OR

Q. 4 (a) “There is a tradeoff between reach and frequency in media planning”. Explain this statement and give examples. (Marks 7)

Q. 4 (b) Describe three promotional scheduling method with suitable example. (Marks 7)

Q. 5 Caselets (Marks 14)

Recently, Coca-Cola launched a new product to its long standing line of soft drinks, called 'Coca-Cola Life' along with a month long campaign. Coca-Cola Life fits in the same kind of category as Coke Zero and Diet Coke - another one of Coca-Cola's attempts to release a healthier option to its main heavily sugary product.

The campaign is being rolled out across 7,000 outdoor locations nationwide with billboards, bus and digital screen ads; these are all being supported by print, digital, experiential and point of sale activity. Although television is not being used the buzz on social media since the drinks' launch has been mainly positive.

Along with all of the above, Coca-Cola launched a competition - on Saturday 20th September a pop-up shop opened on South Molton Street, London offering customers to not just have a taste of the new Life drink, but also give them a chance of winning a Coca-Cola Life prize - one of those being a long weekend in New York City. Of course, to fulfil the campaign's integrated position those who were not able to visit the pop-up shop still had the chance to enter the competition by sharing a Coca-Cola Life moment picture online and using the hashtags #CocaColaLife and #comp.

The product is yet to be proven as a success, but as a campaign it's fulfilling every specification to be a great integrated marketing campaign.

There's a few lessons that can be learned from these integrated marketing case studies; one of those being that it doesn't matter if you mix up the media within your campaign, in fact it's largely positive, you just have to ensure that there is brand consistency across the entire roll out.

The way in which the message is communicated can also alter the effectiveness of the campaign, as can choosing which media should be at the forefront or the driving factor behind your strategy. It can all become a difficult balance to get right but it's crucial that you do get it right.

1. Which media should be at the forefront or the driving factor behind your strategy?
2. Explain which execution techniques/appeals will be suitable?
3. Explain the difference between pretesting and post testing of ads. Explain why some companies choose not to measure effectiveness of their promotional program.

OR

Q. 5 Caselet

(Marks 14)

One of the world's largest chains of ice-cream speciality shops, wants to roll out 'Out of Home' campaign to celebrate the festival season of India. The company wants to promote its chocolate flavours through the Choco-fest Initiative.

This is for the first time that the brand is using OOH medium (out of home) along with other media. The campaign will be rolled out in four major cities. The company mainly targets youth in the age-group of 15-28 years in SEC A and SEC A+.

It currently has about 408 stores in India, with a strong presence in the western region, followed by south. The company plans to add 80-100 stores every year. The company has become aggressive in marketing and promotion. OOH and radio gets lion's share in its marketing budget, followed by BTL (below the line), print and digital. The brand wants to acquire new customers and try out new markets.

As Account Planner of the Advertising Agency, prepare the following task:-

- (i) Outline communication plan.
- (ii) Explain OOH strategies for the brand to acquire new customers.
- (iii) Explain alternate support media that the brand can use.
