

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018**Subject Code:3539212****Date:10/12/2018****Subject Name: Integrated Marketing Communication****Time:10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

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

Q. No.		Marks
Q.1	Explain following (a) Mention all the components of IMC. (b) What is Slice of Life Advertising (c) List the factors for ad agencies losing clients. (d) List Sales Promotion tool (e) Define Direct Marketing Agency (f) What is AIDA Model? (g) Define Operant Conditioning	14
Q.2	(a) Explain Marketing and Promotional Process Model	07
	(b) Explain Classical Conditioning theory with application in advertising.	07
	OR	
	(b) Explain Hierarchy of Effects Model in reference to selling approach.	07
Q.3	(a) Explain Consumer oriented sales promotion tools	07
	(b) Explain any five advertising execution technique and explain with example.	07
	OR	
Q.3	(a) Explain how channel factors affects in communication process in advertising.	07
	(b) Google is utilizing hoardings or billboards along with TVC to promote its services. Create strategies for other support media (Transit) how you can support the activities for the brand.	07
Q.4	(a) Explain limitation and advantages of Television Medium.	07
	(b) Explain the components of advertising campaign from creative angle.	07

OR

- Q.4 (a) Explain the components of creative tactics for print advertisement. **07**
- (b) Explain any three budgeting approaches used in advertising. **07**

Q.5 CASE STUDY:

Heinz Salad Cream, one of the company's best known brands, was showing signs of losing its previously high market share. The salad cream sector as a whole was in decline. Heinz has consistently held over 50% of the market for salad cream. As of 1998 the figure for Heinz was 59%, whilst its nearest rival held only a 20% share. The drift away from salad cream towards food dressings caused Heinz to examine its Salad Cream's future. It was decided, therefore, that a major investment was needed to introduce a whole new generation of consumers to the product. In March 2000 Heinz launched a £10 million campaign involving radio and television advertising, posters and press, a dedicated Internet site, sponsorship deals, promotions campaigns and public relations and sampling campaigns. Each medium shared the same unifying theme: —Any Food Tastes Supreme with Heinz Salad Cream.

The overall marketing objectives were to target the 20-30 age groups in particular and younger consumers generally, to create a sense of individuality about the Heinz Salad Cream brand that is —quirky—and fun, to widen consumption of the product beyond merely being a dressing for salads.

Acting on their research findings, Heinz decided that it would not alter the product itself, but would repackage it in new fluted bottles, based on the original shape, with bright eye-catching labels to give it a contemporary image. The next step was to decide upon the most effective way to promote the product. A new advertising campaign was launched on national television in April 2000. Humorous advertisements were designed to illustrate how the young and —young at heart “could turn dull food into a tasty treat. Heinz took an unusual step for a grocery brand that of advertising on radio.

Advertisements, using well known songs, playfully suggest that Salad Cream can make even the most unlikely meals e.g. pigeons, rats and ducks - taste good. This fun approach was, yet again, an attempt to illustrate the campaign's unifying features of product versatility and its beneficial effects on —dull “food. A full-screen cartoon style site, making full use of the latest technology was created for the campaign. The site is interactive, encouraging visitors to surf around, tell and share jokes, engage in games, download MP3 audio files, make and receive recipes and engage in quizzes. A nationwide Salad Cream sampling team went into action to remind people of the product's taste. Free samples of everyday foods topped with Salad Cream helped reinforce the versatility of Salad Cream. Venues were chosen which were frequented by a 20 something audience e.g. Notting Hill Carnival, V 2000, T in the Park, Mardi Gras. The Heinz Salad Cream Comedy Tour took the product on the road to raise its public profile. The 20day nationwide tour enabled sampling amongst the audience as well as exposing them to a total brand experience. The tour was supported by radio and newspaper promotions, which reached a large number of consumers.

- (a) Celebrity endorsements remain a popular tool for marketers. But **07**
 too many times brands use the wrong celebrities“. In this context,
 explain how can a celebrity endorsement help the brand and
 when they can work fruitfully?
- (b) Explain how IMC approach has helped Heinz to achieve their **07**
 desired goals or objectives for the given product.

OR

Q.5

(a)

In today's time, social media is also supporting the traditional media; If you would have been in this situation how you would utilize social media to support this campaign.

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(b)

Too many companies use a celebrity in an attempt to establish credibility with consumers. But the only thing that builds a brand in the mind of the consumer is public relations and word-of-mouth generated by an idea. "In this regard, explain the aspects of public relations and word-of-mouth.

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