



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)
END TERM EXAMINATION (TERM -IV)**

Subject Name : **Integrated Marketing Communication**

Time: **02.30 hrs**

Sub. Code : **PGM-01**

Max Marks: **60**

Note:

1. All questions are compulsory in Section A & C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.

SECTION - A

Attempt all questions. All questions are compulsory.

2.5×08 = 20 Marks

Q. 1 (A): The integrated marketing communications approach calls for a centralized messaging function so that everything a company says and does communicates a common theme and positioning. Comment

Q. 1 (B): Does IPL 2020 provides an opportunity to various companies for promoting their brands. Enlist various sponsors of this event and elaborate different promotional techniques used by them during the event.

Q. 1 (C): Easy Pay is a website that allows consumers to pay their bills for household utilities, mobile phones, credit cards etc. online. Recommend what SEM strategies it should use to promote its website. If it make banner ad, where should it place it?

Q. 1 (D): How Tripwire Marketing can help boost the conversions of Amazon. Discuss

Q.1 (E): You are considering the purchase of two radio station A & B Station .A has 20,000 listeners and B has 10,000. The two combined have a 20% duplicate rate. What is the combined reach of the stations?

Q. 1 (F): Give elements of Print Advertising Copy in brief. What are the objectives of copy? State essentials of a good copy with an example of your choice.

Q. 1 (G): Which are different types of Sales Promotion Tools a FMCG company can use in promoting brands? Give them with a suitable example.

Q. 1 (H): “Advertising adds to the cost of the product, which means an additional burden on the customer”. Critically comment on the statement

SECTION - B

Attempt any five out of six questions

04×05 = 20 Marks

Q. 2: Explain in detail, what is meant by the distinction between sales-promotion moving the product toward the consumer while advertising moves the consumer toward the product.

Q. 3: Briefly examine the various stages of product life cycle and state corrective advertising measures for brand NEXA?

Q. 4: Discuss the factors influencing selection of an advertising agency. Also, explain various services provided by advertising agencies to their clients keeping Brand Fevicol in mind.

Q. 5: Discuss consumer profiling of the given print advertisement of MAGGI Brand.



Q. 6: Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of “Packaged Coconut Water”. Design an ‘IMC Programme’ for this firm in the capacity of Marketing Manager justify your answer appropriately.

Q. 7: *Amul Butter* has been frequently coming out with outdoor ads that are a spoof, take or spin on other advertisements, movies, current issues etc. but no major legal issues have arisen by ASCI , what could be the reasons?

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study:

The advertisement by Tanishq was released on October 9, 2020 and promoted its new jewellery line called ‘*Ekatvam*’. The 45-second video showed a Muslim family preparing a traditional South Indian baby shower for their pregnant Hindu daughter-in-law. The YouTube description of the video had noted, “She is married into a family that loves her like their own child. Only for her, they go out of their way to celebrate an occasion that they usually don’t. A beautiful confluence of two different religions, traditions, cultures.” Following the release of the advertisement, several users on Twitter called for its ban and boycott of Tanishq. When the video was up on YouTube, it had received more ‘dislikes’ than ‘likes’. Till Monday afternoon, the video had garnered more than 2,000 dislikes and only 500 people had liked the advertisement. The comments section of the video was also disabled by the company Monday. A day after receiving severe backlash on social media for an advertisement featuring a Hindu-Muslim marriage, Tata Group’s Tanishq Jewellery has pulled down the controversial advertisement from its YouTube page. In an official statement, the Tanishq spokesperson said, “We are deeply saddened with the inadvertent stirring of emotions and withdraw this film keeping in mind the hurt sentiments and wellbeing of our employees, partners and store staff.” The statement further noted that the idea behind the *Ekatvam* campaign was to celebrate people from different walks of life coming together and celebrating the “beauty of

oneness.” The company made the YouTube link to the video private Monday evening, making it unavailable to people. By Tuesday morning, the advertisement was no longer visible on its YouTube page.

Question:

Q 8(A): Discuss the factors that contributed to the success/failure of Tanishq’s Ekatvam campaign.
Q8 (B): In your opinion what are the issues and challenges faced in the implementation of a cause-related (societal) marketing campaign.

Mapping of Questions with Course Learning Outcome

Question Number	CLO
Q. 1 (A):	1
Q. 1 (B):	2,4
Q. 1 (C):	3,5
Q. 1 (D):	2,4
Q. 1 (E):	4
Q. 1 (F):	1,2
Q. 1 (G):	5
Q. 1 (H):	3,5
Q. 2:	2,4,5
Q. 3:	1,2
Q. 4:	4,5
Q. 5:	2
Q. 6:	2
Q 8(A):	3,4
Q8 (B):	4,5

Note: Font: Times New Roman, Font size: 12.