

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2020 -22)

**MID TERM EXAMINATIONS (TERM -IV)**

**Academic Session- 2020-21**

Subject Name : **Integrated Marketing Communication**

Time: **01.30 hrs**

Sub. Code: **PGM-01**

Max Marks: **20**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION – A**

**04+04 = 08 Marks**

**Q. 1: Case Study:**

**“Pepsi is betting big on the Money Heist craze in India” CO4**



Taking the excitement, a notch higher, beverage brand **Pepsi®** and the world's leading streaming entertainment service **Netflix** have come together for the first time in India to celebrate the **finale of the** globally loved series, Money Heist. Ahead of the premiere of Part 1 of the series finale on September 3 on Netflix, Pepsi® today unveiled a limited edition set of golden cans & packs inspired by the iconic series, leading up to the **ultimate virtual fan party in October 2021 for all Money Heist fans.**

The golden cans & packs will feature iconic elements from the hit series - the ‘Dali mask’ and ‘Bella Ciao’. They will also serve as a golden ticket to the virtual party which will give fans access to exclusive content, bring them closer to their favorite Money Heist characters and celebrate with fans from across the country, and much more.

Pepsi® has also launched a high-octane digital film, shot by popular Bollywood director, Ahmed Khan, which features brand ambassador and Bollywood heartthrob, Tiger Shroff. In a never-before-seen avatar, Tiger is sent on a mission by The Professor to retrieve the missing golden cans & packs. At the end of this action-packed film, Tiger successfully completes the mission and shares

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details of how consumers can now register for the ultimate virtual fan party by scanning the Pepsi logo.

The limited-edition Pepsi® golden cans & packs come with a special QR code that will give consumers a chance to register for the much-awaited fan party to be hosted on YouTube in October 2021. Fans can also scan the Pepsi logo from anywhere – cans, packs, billboards, & on the internet through the Pepsi India Instagram filter to get their golden ticket. The limited-edition cans & packs are available across all modern trade outlets and select e-commerce channels till December to mark the final season of Money Heist.

- (A) Evaluate the campaign in IMC Perspective.
- (B) Do you think this campaign will be effective in connecting with the millennials and converting Money Heist mania into the product purchase decision? Why or why not?

**SECTION – B**

**02×03 = 06 Marks**

Q. 2: Define IMC. Discuss how AI (Artificial Intelligence) and VR (Virtual Reality) has reshaped marketing communication strategies of the companies. (with example) CO1

Q. 3: What is sales promotion? Enlist & Explain different sales promotion techniques used by tours & travel companies to promote their domestic & international tours. CO2

Q. 4: Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of “Packaged Salted Waters”. Design an ‘IMC Programme’ for this firm in the capacity of Marketing Manager Justify your answer appropriately. CO5

**SECTION – C**

**03×02 = 06 Marks**

Q.5. “Advertising adds to the cost of the product, which means an additional burden on the customer”. Critically comment on the statement. CO3

Q. 6. Discuss the organizational structure of an advertising agency. Explain the different services provided by advertising agencies. CO2

**Mapping of Questions with Course Learning Outcome**

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	2	2
CO2	6 and 3	3 and 2
CO3	5	3
CO4	1	8
CO5	4	2

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