



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) END TERM EXAMINATION (TERM - IV)

Subject Name : **Integrated Marketing Communications**

Time: **02.00 hrs**

Sub. Code: **PGM-01**

Max Marks: **50**

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 5 questions of 2 marks each, Section B carries 2 questions of 10 marks each and Section C carries 2 Case Studies of 10 marks each**

SECTION - A

02×05 = 10 Marks

- Q. 1 (A): Design a suitable lay out for a TWO wheeler advertisement in the local news paper.
Q. 1 (B): Discuss the role of Ad Agency.
Q. 1 (C): Define SEO and PPC in context with digital marketing.
Q. 1 (D): What is surrogate advertising?
Q. 1 (E): Differentiate between sales management and selling.

SECTION - B

10×02 = 20 Marks

- Q. 2: What are 'Product-oriented' and 'Consumer-oriented' appeals in Advertising? Illustrate your answer.
Q. 3: Explain the various methods of Sales Promotion. What are the limitations of Sales Promotion in a Sellers' Market?

SECTION - C

10×02 = 20 Marks

- Q. 4: Case Study:

Sony Mobile India over Achieved 2 Million Fans through Social Media

Sony India Pvt Ltd. is a 100% subsidiary of Sony Corporation, Japan. As an integral part of its Asia pacific ventures and business expansion strategies, Sony Corporation established the Indian subsidiary on November 17, 1994. The Indian subsidiary offers wide variety of consumer (digital) products in the segments of Home Video and Audio; Home Theater System; Television and Projectors; Digital camera; Personal Audio; Play Stations; In-car Entertainment; Video Camera; Computer and Peripherals; Tablets; Smartphone and Storage Media and Batteries. Sony Mobile India is an official page of the company on Facebook to transform its 'Xperia' smart phones as the most popular choice of youth in India.

Business Objectives of Sony Mobile India In the smart phone segment and under the strategic wing of Sony Mobile India; the company had the following objectives to achieve:

- To grow the fan base and their engagement on the social media space.
- To make the customers and the target audience aware about the transformation of the brand from Sony Ericsson to Sony Mobile.
- To drive sales by leveraging its active presence in the social media and through effective audience engagement.

- Strategy Adopted By Sony Mobile India Before adopting a strategy or an approach, the company did research to develop its insights about the emerging highly competitive, technology driven smart phone market in India.
- The company formulated following strategies to transform the brand popularity and drive its sales after observing its research:
- The company had selected Facebook and YouTube platforms to mark its presence on social media and hired the services from '2020 Social Media' for building and nurturing its audiences.
- It focused on integrating its programs on social media, TVC and product launches for effective engagement of the audience through vibrant and youthful activities and contents.
- Tried to gain maximum strategic advantage and competitiveness with its two major attributes – Sound quality and stylish looks.
- Generated widespread awareness and social media engagement through series of contests, quizzes and crowd sourced content.
- Collaborated with Shiamak Davar, one of the best know choreographer and youth icon in India for organizing and leading the dance contests on the integrated platforms, including its extensions to college-level ground activities. Rewarded the winners of the different contests with Bravia TVs, sound accessories and Spiderman merchandise.
- Adopted the most effective content strategy by engaging audience and through sharing of photo and video contests through a Facebook app and by running online campaigns, such as 'Look Book', 'Go Thump! Live with walkman' and 'Get Shorty'.

Question:

- A. Discuss the results achieved by SONY with digital media campaign.
- B. What are the two major learnings from this case?

Q. 5: Case Study:

In 2018, the marketing manager of ABC Ltd. was worried about the performance of their leading product; "GEMS brand of Jams". The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for Jam was on the increase. Data was gathered and analyzed using consumer panels. It was found that major loss was due to consumers shifting to more exotic tastes like mango, two-in-one etc. other competitors were supplying substitute for Jams like butter, margarine etc. The marketing manager felt that advertisement failed to communicate the nutrition value. He felt this attribute must be included in the advertisement to be released. The company conducted focus group interview with customers. Participants were asked to evaluate and suggest alternatives, which highlighted the comparison between GEMS and other Jams. The group presented the following alternatives as the advertisement copy:

- (i) GEMS is the only Jam which contains vitamin that forms an essential part of the diet.
- (ii) Your kids may dislike fruit. Free yourself from anxiety by giving them GEMS.
- (iii) ABC Ltd. is a trusted household name the makers of GEMS Jam.
- (iv) Unlike other substitutes only GEMS is nutritious.

Questions:

- (a) Which advertising message do you think is very close to the objectives to be achieved by the company?
- (b) Are there any other messages that need to be conveyed to gain the lost market?