



# 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 (2019 -20)

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

Subject Name: **Integrated Marketing Communications**

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:

**(i) Coca Cola Integrated Marketing Communications**

The Coca Cola IMC messaging has established a longing for the product that supersedes the desire for that typically associated with a drink to quench one's thirst (Dudovskiy, 2017). The rank and positioning of the elements used as part of the integrated marketing approach cannot therefore be overstated. The resultant international presence of Coca Cola is a direct outgrowth of the marriage of the advertising, direct marketing, as well as Web based interactive and social media marketing and sales promotion efforts that have been included over the years in their IMC endeavors. Coca Cola has established itself as a player on the large-scale stage as a direct outcome secondary to the comparative importance of the components of the integrated marketing communications mix.

An effective integrated marketing communications approach that is deployed and maintained is an essential modern business requirement (Perner,2018). In terms of successful outcome, Coca Cola's IMC approach has set a standard that offers a point of reference of desired triumph that is enviable across the industrial landscape. Record-setting sales and revenues, brand visibility and recognition and positioning on the global market are indicative of the Herculean levels of accomplishment achieved by the company. Coca Cola products are consumed world-wide as a direct result of retail and in-store marketing efforts which are meticulously detailed. In the almost one hundred thirty years of business practice in the soft drink trade, Coke has risen to the top of the industrial food chain.

The elements which are expended in regards to the integrated approach, the comparative importance of the components, component efficiency, and the overall success of the IMC approach have combined to create a sensation that customers have warmly embraced. As long as this integrated marketing communications strategy is utilized there is no doubt that Coca Cola will continue to be a market leader that is universally recognized?

**Questions**

1(A). Discuss the market opportunity analysis, target market selection and product positioning of Coca Cola in India.

1(B). Discuss the role of carefully crafted advertisement/brand communication in developing the Coca Cola Brand.

**SECTION - B**

**02×03 = 06 Marks**

Q. 2: A packaged goods company plans to introduce a new bath soap that differs from competitive soaps by virtue of a distinct new fragrance. Should sampling be used to introduce the product? Present your views.

Q. 3: Emirates Airlines tagline is “Keep Discovering”. Do you think this message spells out clearly what the company stands for and what industry it is in? Discuss.

Q. 4: Find out the profile both demographic and psychographic of people for the following products / Service:

- BMW
- Member Ship of Taj Vivanta
- Membership of Gym
- ICICI Bank

**SECTION - C**

**03×02 = 06 Marks**

Q. 5. Assume that you are a brand manager of Mountain State Bottled Water. This new brand competes in a product category with several well-known brands. Your marketing communications objective is to generate trial purchases among predominantly younger and better-educated consumers. Propose a promotion that would accomplish this objective. Assume that your promotion is purely experimental and that it will be undertaken in a small city of just 2,50,000 people. Also assume that: a) you cannot afford product sampling, b) you will not advertise the promotion, c) your budget for this experimental promotion is Rs.5,000. What would you do?

Q. 6. Marketing Communications have a significant impact on consumer decision making processes. Using the purchase of a car as an example, examine the sequence used and likely influences on consumers when making a decision to purchase a car. Use practical examples to demonstrate your understanding and to review the impact that Marcoms may have.