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(Set 2 - Final - Solution)

**Integrated Market Communications – SYBMS – Sem IV – CBSGC – 75:25
Pattern**

Program Code: 2M00154/ S.Y.B.Com.(BMS)SEM IV(CHOICE BASED)

Paper Code: 78514/Group B:Marketing :Integrated Marketing Communication

Q1.A Attempt any eight from the following:

(8 Marks)

- 1) Publicity
- 2) Sales promotion
- 3) Communication
- 4) SWOT
- 5) Maturity
- 6) Bonus packs
- 7) Emotional
- 8) Direct
- 9) Response cards
- 10) Fraud

Q1 B) Match the following (Any 7)

(7 Marks)

- 1- E
- 2- H
- 3- J
- 4- A
- 5- G
- 6- B
- 7- I
- 8- C
- 9- F
- 10- D

Q2 a) What are the different approaches to Budgeting?

(7 Marks)

- Top-down approach (along with sub-types)
- Bottom-up approach (along with sub-types)

b) How to determine promotional objectives? Explain need for promotional objectives. (8 Marks)

Ans. Promotional objectives are objectives that are used to draw attention of customers to a product/service. Some of the examples of promotional objectives are:

- To remind existing customers of a product, so that they may re-purchase
- To reach a target audience that might be geographically dispersed
- To improve image of the firm

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Need for promotional objectives

- Communications
- Planning and decision making
- Measurement and evaluation of results
- Reinforcement of brand
- Stimulate demand
- Differentiate a product.

c) Explain role of IMC in Marketing.

(7 Marks)

- Conducting opportunity analysis
- Understanding target market
- Deciding right kind of promotional mix
- Appropriate pricing strategies
- Enhancing the competitive advantage of the firm
- Decide the distribution channel
- Develop strong customer relationship

d) Discuss Alternate Response Hierarchy Model in detail.

(8 Marks)

- The Standard learning hierarchy
- The Dissonance hierarchy
- The Low-involvement hierarchy.

Q3. A) Highlight the various types of media options available to IMC planner. (7 Marks)

- Direct mail
- Newspapers and Magazines
- Radio advertising
- Television advertising
- Film advertising
- Outdoor advertising
- Window display
- Fairs and exhibitions

Q3B. Explain in brief advantages and disadvantages of personal selling.

Answer 3B

Advantages:

1. Two-way interaction.
2. Tailoring of the message.
3. Lack of distraction.
4. Involvement in the decision process.
5. Source of research in formation.

Disadvantages:

1. Inconsistent message.
2. Sales force/management conflict.
3. High cost.
4. Poor reach.
5. Potential ethical problems.

Q3 C) Enumerate different types of trade promotion strategies.**(7 Marks)**

- In-store displays
- Temporary price reductions
- Coupons
- Contest and sweepstakes
- Rebates
- Premiums
- Sampling

Q3 D) Write down steps in sales promotion campaign.**(8 Marks)**

Promotion campaign is a series of advertisements using various marketing tools that share the similar messages and thoughts to promote a product. Different media resources like newspapers, billboards, TV commercials and digital space are used in promotional campaign

Process:

- Identify the target market
- Identify the communication channel
- Set the objectives
- Determine the promotion mix
- Develop a message
- Allocation of promotion budget
- Evaluate the effectiveness of campaign

Q4. a) What is Public Relation? State its advantages and disadvantages.**(7 Marks)**

Ans. PR is the practice of managing the spread of information between an individual or an organisation and the public. It is regarded as a way to build a firm's public image before all the stakeholders such as government, shareholders, employees, customers, etc. PR is a management function that extends to not only profit making organisations but also non-profit organisations.

Advantages of PR

- Credibility
- Cost
- Avoidance of clutter
- Lead generation
- Ability to reach specific groups
- Image building



Disadvantages of PR

- Not completing communication process
- Lack of coordination with the marketing department.

b) Explain in detail the following tools of Direct Marketing.

(8 Marks)

1) **Catalogue:** Catalogue marketing is a sales technique used by businesses to group many items together in a printed piece or on online store, to sell at least one item to the recipient. Consumers buy directly from the catalogue sender by phone, return envelope or online, using information in the catalogue. Such catalogue marketers act as intermediaries between consumers and manufacturers.

2) **Telemarketing:** Telemarketing is a form of direct marketing in which sales associates place unsolicited calls to gain new customer, retain current customers and grow the business by selling new products and services. Telemarketing also refers to face to face contact, such as door to door salesman.

3) **Internet:** Internet is an important direct marketing tool because it is easy to use, has low advertising costs and an ability to reach worldwide market. Email remains the primary vehicle for delivering personalised marketing messages directly to individuals and businesses. Social media can connect a business with new followers who can be converted into customers using a direct email marketing campaign.

Q4 c) State the role of direct marketing in IMC.

(7 Marks)

- Advertising
- Improves PR
- Generates sales
- Encourages sales promotion
- Increases customers confidence
- Helps to directly communicate with customers
- Induces customers to purchase the product.

d) Explain sponsorship in detail, write types of sponsorship.

(8 Marks)

Ans. Sponsorship marketing means company pays money to sponsor someone or some group or something that is a part of an activity. Sponsorship is a type of promotion where the company develops sponsorship relations with a particular event such as a concert, sporting event or other activity. Event sponsorship is a part of the company's IMC plan.

Types:

- Cause sponsorship
- Event sponsorship

Q5. a) Explain the following concepts:

(7 Marks)

1. **Test Market:** A test market serves as a field-laboratory which simulates some or all factors associated with a full scale or national launch of the product. It generally includes at least one city

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that is a hub of commercial and media activity in that area and is surrounded by, and well connected to, several suburbs. Multiple test market locations allow evaluation of different pricing schemes, advertising media, promotional techniques, and other components of a marketing strategy.

2. **Facebook likes:** Social media is an important tool in communication. Facebook is very powerful form of social media that opened its doors to businesses, creating features like "pages" so that businesses could engage with online users. Gaining LIKES had been one of the important goals of marketer. Facebook likes are the easiest and quickest way to show appreciation of a post or page.

3. **QR codes:** QR (Quick Response) Codes can be read and understood by mobile devices. Marketers have used this in billboards, magazines, web pages, and any other marketing material. QR codes can provide more information about the product or service without a sweat, and the information quickly goes to the user's device.

b) Discuss some of the unethical practices in marketing communication.

(8 Marks)

- Stereotyping
- Targeting vulnerable customers
- Offensive brand messages
- Legal issues
- Commercial free speech
- Misleading claims
- Puffery
- Fraud
- Questionable B2B practices.

Q5 c) Attempt any three from the following

(15 Marks)

- 1) **Misleading claims:** Misleading advertising is the use of false, misleading, or unproven information to advertise products to consumers. The advertising frequently does not disclose its source. One form of false advertising is to claim that a product has a health benefit or contains vitamins or minerals that it in fact does not. Many governments use regulations to control false advertising. A false advertisement can further be classified as deceptive if the advertiser deliberately misleads the consumer, as opposed to making an honest mistake.
- 2) **Pull VS Push strategy:** Push marketing means you are trying to promote a specific product to an audience you find relevant. Pull marketing implies that you implement a strategy that will draw consumers towards your products – often creating loyal customers or followers.
- 3) **Interactive Marketing:** Interactive marketing is a one to one marketing process that reacts and changes based on the actions of individual customers and prospects. This ability to react to the actions of customers and prospects means that trigger based marketing is dramatically more effective than normal direct marketing

- 4) **Publicity:** Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. Publicity is not paid for by the organisation. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations.

Publicity involves giving public speeches, giving interviews, conducting seminars, offering charitable donations, inaugurating mega events by film actors, cricketers, politicians, or popular personalities, arranging stage show, etc., that attract mass media to publish the news about them.

- 5) **Types of catalogue marketing:** Catalogue marketing is a sales technique used by businesses to group many items together in a printed piece or an online store, hoping to sell at least one item to the recipient. Consumers buy directly from the catalogue sender by phone, return envelope or online using information in the catalogue.

Types of catalogue:

- Print catalogue
- Online catalogue
- Single company catalogue
- Multiple company catalogue
