

[Time:2.30 Hrs]		[Course Code: UMMSIV.6.7]	
		[Marks:60]	
Please check whether you have got the right question paper.			
N.B.	Q1 is compulsory and carries 20 Marks Attempt any four out of the remaining six Questions that is Q2 to Q7.		

**Q.1. Caselet: (20 Marks)**

**Celebrity Endorsements Gone Awry: Navigating Challenges in Brand Promotion**

Background: ABC Corporation, a leading consumer electronics company, aimed to boost its market share in the rapidly evolving smartphone industry. In an attempt to appeal to a younger demographic and gain a competitive edge, the company decided to launch a new smartphone model targeted at tech-savvy millennials. To elevate their campaign, ABC Corporation decided to collaborate with a popular young celebrity, Alloy Turn, who was known for his charismatic presence and massive online following. The Celebrity Endorsement: Alloy Turn 's endorsement was envisioned as a means to enhance the new smartphone's appeal and connect with the target audience. His influence was expected to contribute significantly to the smartphone's success. The company believed that Turn's association with the brand would create a sense of authenticity and establish a relatable image for the product. Challenges Faced: Unfortunately, the celebrity endorsement campaign faced unforeseen challenges that threatened its success:

- **Misalignment of Brand Image:** Despite his popularity, it became evident that Alloy Turn's personal brand image did not align well with ABC Corporation's product positioning. Turn's, known for his carefree and rebellious demeanor, was at odds with the sophisticated and professional image the company intended to convey. This misalignment led to confusion among consumers about the smartphone's intended market and purpose.
- **Crisis of Authenticity:** Turn's endorsement of the smartphone was met with skepticism from both consumers and industry experts. His previous involvement in controversies and public disagreements with technology companies raised concerns about the authenticity of his endorsement. This skepticism led to doubts about the sincerity of his support for the product.
- **Rapid Spread of Negative Publicity:** With the rise of social media, negative feedback spread quickly. Consumers took to various platforms to express their doubts and disappointment with the celebrity endorsement. Negative memes, sarcastic comments, and parodies started to circulate, damaging the smartphone's brand

perception even further. • Reputation Management: The backlash from the endorsement prompted ABC Corporation to rethink its strategy. The company faced the challenge of mitigating the negative impact on its reputation while still maintaining its goal of attracting the millennial audience. • Response and Resolution: Recognizing the severity of the situation, ABC Corporation swiftly addressed the challenges: • Reevaluation and Refinement: The company initiated an internal review of its marketing strategy and messaging. It worked with its advertising agency to redefine the brand's identity and develop a campaign that resonated better with the target audience. • Celebrity Redefinition: While the initial endorsement proved challenging, the company decided to utilize Turn's influence differently. Instead of being the face of the brand, Turner's involvement was refocused on interactive social media engagement and limited appearances, allowing for authentic connections with consumers. • Transparency and Communication: ABC Corporation took a transparent approach, acknowledging the challenges and changes made to the campaign. It communicated its commitment to addressing customer concerns and delivering a product aligned with consumer needs.

1. How did ABC Corporation initially envision Alloy Turn's role in their smartphone campaign, and what were the key challenges they faced regarding the alignment of Turn's personal brand image with the company's product positioning? (5 marks)
2. Discuss the implications of authenticity in celebrity endorsements, drawing from Alloy Turn's case, and how doubts surrounding his sincerity impacted the success of the smartphone campaign. (5 marks)
3. Analyze the role of social media in amplifying negative publicity surrounding the celebrity endorsement, and evaluate ABC Corporation's response strategy in managing the spread of criticism. (5 marks)
4. Explain how ABC Corporation revised its marketing strategy in response to the challenges posed by Alloy Turn's endorsement, focusing on the measures taken to realign the brand's image and improve its appeal to the target audience. (5 marks)

**Q.2. Attempt Any Two Out of the Following (10 Marks )**

- a. Define IMC & explain key Features of IMC (10 Marks )
- b. Explain Different Types Integrated Marketing Communication? (5 Marks)
- c. Define Advertising & explain objectives of advertising?

**Q.3. Attempt Any Two Out of the Following (10 Marks )**

- a. Explain Importance of Advertising in detail?
- b. Explain Print Media in detail?
- c. Explain Internet Media in detail?

**Q.4. Attempt Any Two Out of the Following (10 Marks )**

- a. Explain Different Dimensions of Advertising?
- b. Explain Steps in developing the campaign?
- c. Explain the effects of celebrity endorsement with examples?

**Q.5. Attempt Any Two Out of the Following (10 Marks )**

- a. Explain Functions of advertising agency?
- b. Explain different types of advertising agency?
- c. Explain Four steps to helps the organization to build Internet marketing strategy?

**Q.6. Attempt Any Two Out of the Following (10 Marks )**

- a. Define sales promotion & explain importance of sales promotion?
- b. Explain several factors for contribution of success of a contest?
- c. What are key aspects of personal selling in Internet marketing?

**Q.7. Attempt Any Two Out of the Following (10 Marks )**

- a. What do you mean by direct marketing & explain advantages of direct marketing?
- b. What are the tools and techniques of direct marketing?
- c. Define 5Ws of media planning & explain media planning process?