



Roll No.

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET B

MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

Date: 25.10.2019

Course Code: MKT 203

Time: 9:30 AM to 11:00 AM

Course Name: INTEGRATED MARKETING COMMUNICATIONS

Max Marks: 40

Program & Sem: MBA & III

Weightage: 20%

Instructions:

- (i) *All questions are compulsory*
-

Part A [Memory Recall Questions]

Answer both the Questions. Each Question carries three marks. (2Qx3M=6M)

1. Name the Promotional Mix elements which are used in IMC.
(C.O.NO.1) [Knowledge]
2. Define the concept of Integrated Marketing Communications.
(C.O.NO.1) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries five marks. (4Qx5M=20M)

3. 'The benefits of the DAGMAR approach to setting advertising objectives, outweigh its drawbacks' - Discuss.
(C.O.NO.1) [Comprehension]
4. Distinguish between Top-down and Build-up methods of IMC Budget allocation.
(C.O.NO.1) [Comprehension]
5. 'A Marketing Communication may appeal to either the Rationality or Emotionality of the human mind' – explain with the help of suitable examples.
(C.O.NO.2) [Comprehension]
6. Discuss the role of GRPs and TRPs in the Media planning process.
(C.O.NO.2) [Comprehension]

Part C [Problem Solving Questions]

Read the excerpt and answer the question that follow.

(1Q=14M)

According to Nike company lore, one of the most famous and easily recognized slogans in advertising history was coined at a 1988 meeting of Nike's ad agency Wieden and Kennedy and a group of Nike employees. Dan Weiden, speaking admiringly of Nike's can-do attitude, reportedly said, "You Nike guys, you just do it." The rest, as they say, is (advertising) history.

Nike's marketing tactics in the '80s, and in particular its campaign against Reebok, gambled on the idea that the public would accept sneakers as fashion statements. Nike later cashed in on the jogging/fitness craze of the mid 1980s, during which its "Just Do It" campaign expanded to attract the female and teenage consumer, in addition to the stalwart 18 – 40-year-old male consumer. With its "Just Do It" campaign and strong product, Nike was able to increase its share of the domestic sport-shoe business from 18 percent to 43 percent, in the ten years between 1988 and 1998.

The "Just Do It" campaign seemed to capture the corporate philosophy of grit, determination and passion, but also infused it with something hitherto unknown in Nike ads—humor. Nike had always been known for its "detached, determined, unsentimental" attitude. "In a word, [Nike is] cool."

Through its "Just Do It" campaign, Nike was able to tap into the fitness craze of the 1980s. Reebok was sweeping the aerobics race and gaining huge market share in the sneaker business. Nike responded to that by releasing a tough ad campaign that practically shamed people into exercising, and more importantly, to exercising in Nikes.

The "Just Do It" campaign was also effective in reassuring consumers that the brand they picked, Nike, was a quality brand. This was most effectively portrayed by celebrity sports figures such as Bo Jackson, John McEnroe and later, Michael Jordan. If Michael Jordan can play an entire NBA season in a pair of Nikes, certainly the average weekend warrior can trust the shoes' durability.

The timing of this campaign could not have been better. Americans were buying exercise equipment at a record pace in the mid 1980s, and body worship was at an all time high. Nike tapped into consumers' desire for a healthy lifestyle by packaging it into a pair of \$80 sneakers. The ads were often humorous, and made starting an exercise regime seem like a necessity, and the way to start exercising was to buy Nike merchandise.

7. Apply your knowledge of brand positioning and relate how Nike was able to create the image it did, by successfully combining celebrity endorsements with the humour appeal of its "Just Do It" campaign. (C.O.NO.2) [Application]



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Semester: Odd Sem 2019-20

Course Code: MKT203

Course Name: Integrated marketing Communications

Date: 25.10.2019

Time: 9:30 AM – 11:00 AM

Max Marks: 40

Weightage: 20%

Extract of question distribution [outcome wise & level wise]

Q.NO	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1	1	Unit 1: Introduction to Integrated Marketing Communications	K									3
2	1	Unit 1: Introduction to Integrated Marketing Communications	K									3
3	1	Unit 1: Introduction to Integrated Marketing Communications				C						5
4	1	Unit 1: Introduction to Integrated Marketing Communications				C						5

5		Unit 2: Advertising				C					5
6		Unit 2: Advertising				C					5
7		Unit 2: Advertising						A			14
	Total Marks		6			20			14		40

K =Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

I hereby certify that all the questions are set as per the above guidelines. [Name of faculty]

Reviewer's Comments:

Annexure- II: Format of Answer Scheme



SCHOOL OF MANAGEMENT

SOLUTION

Semester: Odd Sem 2019-20

Course Code: MKT203

Course Name: Integrated Marketing Communications

Date: 25.10.2019

Time: 9:30 AM – 11:00 AM

Max Marks: 40

Weightage: 20%

Part A

(2Q x 3M = 6 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Advertising, Sales Promotion, Personal Selling, Internet Marketing, Direct Marketing, Public Relations, any other relevant communication tools	3	5 minutes
2	Definition must talk about Clarity, Consistency and Impact of the message	3	5 minutes

Part B

(4Q x 5M = 20 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	Benefits: common team goal, specific goal for each, measurement of goals possible, any other relevant point	2.5	10 minutes
	Drawbacks: communication always does not result in sales, implementation costly, hinders creativity, any other relevant point	2.5	
4	Top down: Budget set by top management, Eg: Percentage of Sales, Competitive Parity, Affordable, any other top down method	2.5	10 minutes
	Build-up: Objectives set, activity planned, cost of each activity calculated, top management approves. Eg: Objective & Task, Payout Planning	2.5	
5	Rational appeal with example	2	10 minutes
	Emotional, Fear & Humour appeals with examples	3	
6	GRP= Frequency x Reach;	1.5	10 minutes
	TRP= Frequency x No of people in target audience	1.5	
	Media Planning: Above helps in selecting media vehicle & programs for ad insertion, budgeting, any other relevant points	2	

Part C

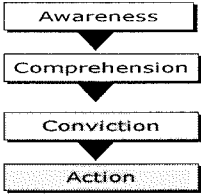
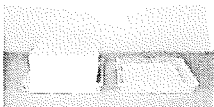


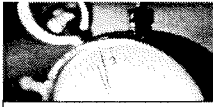
(14 Marks)

2	<p>The XXXXXXXXXX</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">Advertising</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;">Direct Marketing</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;">Interactive/ Internet Marketing</div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">Sales Promotion</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;">Publicity/ Public Relations</div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;">Personal Selling</div> </div>	<p>3 MARKS FOR MENTIONING THE POINTS</p> <p>2 MARK FOR EXPALNATIO</p>	5
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Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	<p>MAKING A TVC</p>	<p>3.5 Marks for Plotting the flowchart</p> <p>1.5 mark for the relevant example</p>	5
4	<p>WHAT IS SALES PROMOTION?</p> <p>“Sales promotions are marketing and communications activities that change the price/value relationship of a product or service perceived by the target, thereby (a) generating immediate sales and (b) altering long-term brand value.”</p>	<p>3.5 Marks for Plotting the flowchart</p> <p>1.5 mark for the relevant example</p>	5
5	<p>SEARCH ENGINE MARKETING (SEM)</p> <p>Strategies designed to increase the visibility of a website on Search Engine Result Pages (SERP)</p> <div style="text-align: center;"> </div>	<p>3.5 Marks for Plotting the flowchart</p> <p>1.5 mark for the relevant example</p>	5
6	<p>WHEN SHOULD WE MEASURE?</p> <div style="display: flex; flex-direction: column; gap: 10px;"> <div style="border: 1px solid black; padding: 5px;"> <p>Pre-testing</p> <ul style="list-style-type: none"> • Can prevent mishaps, is relatively inexpensive • Can give false positives or false negatives, delay implementation </div> <div style="border: 1px solid black; padding: 5px;"> <p>Concurrent Testing</p> <ul style="list-style-type: none"> • Allows adjustments in communication in progress • Both testing & correction during execution are difficult </div> <div style="border: 1px solid black; padding: 5px;"> <p>Post-testing</p> <ul style="list-style-type: none"> • Determines if objectives were achieved, guides future planning • No correction possible for incumbent campaign </div> </div>	<p>3.5 Marks for Plotting the flowchart</p> <p>1.5 mark for the relevant example</p>	5

Part B

(2Q x 10M = 20Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
07	<p><i>Define Advertising Goals for Measuring Advertising Results</i></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>7-16</p> </div> <div style="font-size: 4em; line-height: 1;">}</div> </div> <div style="margin-top: 20px;"> <p>Problems with response hierarchy</p> <p>Only relevant measure is sales</p> <p>Costly and time consuming</p> <p>Inhibits creativity</p> <p style="text-align: right;">7-18</p> </div> <div style="margin-top: 20px; display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Concrete, measurable tasks</p> </div> <div style="text-align: center;">  <p>Well-defined audience</p> </div> </div> <div style="margin-top: 20px; display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Benchmark measures</p> </div> <div style="text-align: center;">  <p>Specified time period</p> </div> </div> <p style="text-align: right; margin-top: 10px;">7-17</p>	<p>The Example of REDMI phone should be explained keeping in mind these objectives and Criticism factors.</p>	<p>10</p>

08

DIRECT MARKETING MEDIA

- Uses all mass marketing media & some more
- Direct mail
- Catalogues
- Internet
- Telemarketing
- Direct response TV or Radio





Roll No																			
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019 - 20

Date: 07 January 2020

Course Code: MKT 203

Time: 1:00 PM to 4:00 PM

Course Name: INTEGRATED MARKETING COMMUNICATIONS

Max Marks: 80

Program & Sem: MBA & III

Weightage: 40%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Attempt all the Questions in proper Sequence (Section Wise)

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 5 marks.

(6Qx5M=30M)

1. Explain the role of IMC in Branding? (C.O.No.1) [Knowledge]
2. Explain the Promotional Mix Strategy? (C.O.No.2) [Knowledge]
3. Explain the process of making a TVC? Plot the relevant flow chart and give a suitable example (C.O.No.3) [Knowledge]
4. Explain the term Sales Promotion with suitable examples? (C.O.No.4) [Knowledge]
5. Explain the term Search Engine Marketing with examples? (C.O.No.3) [Knowledge]
6. Explain the terms Pretesting and Con-current testing in evaluation and site relevant examples? (C.O.No.4) [Knowledge]

Part B [Thought Provoking Questions]

Answer both the Questions. Each Question carries 10 marks.

(2Qx10M=20M)

7. Illustrate, how REDMI for its mobile phone Segment is implementing the concept of DAGMAR in INDIA? (C.O.No.3) [Comprehension]
8. Illustrate, what steps PATANJALI is implementing for Direct Marketing and how is it benefitting the firm in terms of mapping the growth? (C.O.No.4) [Comprehension]



SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Extract of question distribution [outcome wise & level wise]

Q.NO.	C.O.NO (% age of CO)	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels	Thought provoking type [Marks allotted] Bloom's Levels	Problem Solving type [Marks allotted]	Total Mark s
			K	C	A	
PART A Q. NO1 TO Q. NO6	CO 01 -10% CO 02- 10% CO 03-15% CO 04- 10%	All the modules (1 TO 4)	30 [5+5+5+5+5+5]			30
PART B Q.NO.7	CO 03- 20%	MODULE 2		10	-	10
PART B Q.NO.8	CO 04-30%	MODULE 4		10	-	10
PART C Q.NO.9	CO 04	MODULE 3			15	15
PART C Q.NO.10	CO 04	MODULE 4			15	15
Total Marks			30	20	30	80

K =Knowledge Level C = Comprehension Level, A = Application Level

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2	The XXXXXXXXXX		3 MARKS FOR MENTIONING THE POINTS 2 MARK FOR EXPALNATIO	5
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Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	MAKING A TVC	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5
4	WHAT IS SALES PROMOTION? "Sales promotions are marketing and communications activities that change the price/value relationship of a product or service perceived by the target, thereby (a) generating immediate sales and (b) altering long-term brand value."	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5
5	SEARCH ENGINE MARKETING (SEM) Strategies designed to increase the visibility of a website on Search Engine Result Pages (SERP)	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5
6	WHEN SHOULD WE MEASURE? <ul style="list-style-type: none"> Pre-testing <ul style="list-style-type: none"> • Can prevent mishaps, is relatively inexpensive • Can give false-positives or false-negatives, delay implementation On-air/while on-air testing <ul style="list-style-type: none"> • Allows adjustments in communication in progress • Both testing & correction during execution are difficult Post-testing <ul style="list-style-type: none"> • Determines if objectives were achieved, guides future planning • No correction possible for incumbent campaign 	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5

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