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# PRESIDENCY UNIVERSITY BENGALURU

## SCHOOL OF MANAGEMENT

SET B

#### MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

Course Name: INTEGRATED MARKETING COMMUNICATIONS

Program & Sem: MBA & III

Course Code: MKT 203

Date: 25.10.2019

Time: 9:30 AM to 11:00 AM

Max Marks: 40

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)

- 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 Jordon. 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]

## **SCHOOL OF MANAGEMENT**



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	[Ma	type arks a	recall e illotted] Levels	prov [Mar	Though roking rks allo rm's Lo C	type otted]	So	Proble olving rks all A	Total Marks
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				С					5
4	1	Unit 1: Introduction to Integrated Marketing Communications				С					5

5		Unit 2: Advertising		С		5
6		Unit 2: Advertising		С		5
7		Unit 2: Advertising			А	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

**Date**: 25.10.2019

Time: 9:30 AM - 11:00 AM

Course Code: MKT203

Max Marks: 40

Course Name: Integrated Marketing Communications

Weightage: 20%

#### Part A

 $(2Q \times 3M = 6 \text{ Marks})$ 

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

 $(4Q \times 5M = 20 \text{ Marks})$ 

			•
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)



Q No	Solution	Scheme of Marking	Max. Time required for each Question
7	Description of Brand Positioning	4	40 minutes
	Relating to Nike's positioning	4	
	Use of Celebrity for Credible image	3	
	Use of Humour Appeal (Emotional quotient)	3	





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# PRESIDENCY UNIVERSITY BENGALURU

## SCHOOL OF MANAGEMENT

SET A

#### MID TERM EXAMINATIONS

Sem & AY: Odd Sem 2019-20

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Course Name: INTEGRATED MARKETING COMMUNICATION

Program & Sem: MBA & III

Course Code: MKT 203

Date: 25.10.2019

Time: 9.30 AM to 11.00 AM

Max Marks: 40

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. Define the meaning of IMC with two examples of successful IMC campaigns.

(C.O.NO.1) [Comprehension]

2. Define the AIDA model of communication and its relevance in IMC.

(C.O.NO.1) [Comprehension]

#### Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries five marks.

(4Qx5M=20M)

- "Amazon Great Indian Festival- Start Shopping In celebration with millions of sellers, artisans and brands "You being Marketing Communication Manager of Flipkart design a Heading & Sub Heading for it to compete with Amazon in the current festive season. (C.O.NO.2) [Analysis]
- 4. Which message appeal you would use in advertisement of a ) Laptop b) Fairness Cream and also explain the reasons for the same. (C.O.NO.2) [Comprehension]
- 5. According to DAGMAR principle design 5 objectives for the Print advertisement of Patanjali Designer Apparels. (C.O.NO.2) [Comprehension]
- 6. Define and give example of each a) Continuity Scheduling b) Pulse Scheduling

(C.O.NO.2) [Knowledge]

### Part C [Problem Solving Questions]

## Answer the Question. Each Question carries seven marks.

(2Qx7M=14M)

- 7. Amazon Prime to launch Kids series on January 1, 2020. Mr. Ram being the new IMC Manager is worried as he has launch the IMC campaign by the end of October and break the myth that Prime is only for adults. In this context help Ram to solve the following:
  - a). The Planning Model of IMC Campaign and the critical touch points.

(C.O. NO.1) [Analysis]

b). The Creative Strategy for Radio and TV Advertisements.

(C.O.NO.2) [Analysis]

## **SCHOOL OF MANAGEMENT**

Semester: Odd Sem 2019-20

Course Code: MKT 203

Course Name: Integrated Marketing

Communication

Date: 25-10-2019

Time: 1.5 Hrs

Max Marks: 40

Weightage: 20

## 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] A	Total Marks
1.	1 (80%)	Unit I	1411	С		3
2.	1 (80%)	Unit I		С		3
3.	2	Unit II			A	5
0.	(75 %)	OTHE II			A	5
4.	2 (75 %)	Unit II		С		5
5.	2 (75 %)	Unit II		С		5
6.	2 (75%)	Unit II	K			5
7. a)	1 (80%)	Unit I			А	7
7. b)	2 (75%)	Unit II			A	7
	Total Marks					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** 

Date: 25-10-2019

Time: 1.5 Hrs

Max Marks: 40

Weightage: 20

Semester: III

Course Code: MKT 203

Integrated Marketing

- Communication-

Course Name:

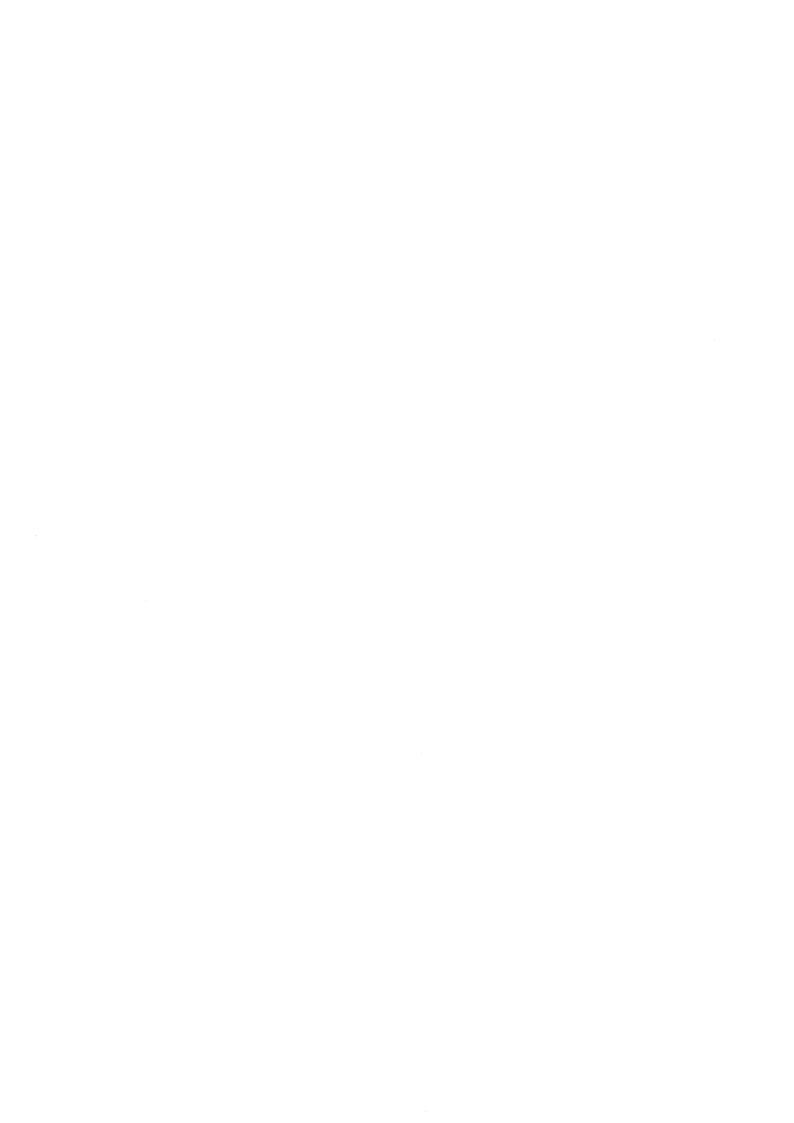
Part A

 $(2Q \times 3 M = 6)$ 

		(-	$Q \times M = 0$
Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	Integrated marketing communication is the integration by the company of its communication channels to deliver a clear, consistent, and compelling message about the organization and its brands.  Integrated marketing communication calls for recognizing all contact points (brand contact) where the customer may encounter the company and its brands.	1 Marks for Meaning 2 Marks for Example	5 mints
2	AIDA Concept  AIDA Concept for achieving promotional goals in terms of stages of consumer involvement with the message.	3 Marks for Explanation	5 mints



	Pa	$\mathbf{P} \mathbf{B} \tag{4Q x 5N}$	M = 20)
Q No	Solution	Scheme of Marking	Max. Time required for each Question
3	Main text of an ad that primarily:  — Grabs readers' attention, and — Summarizes the selling proposition  Benefit, news and factual headlines – the 3 most popular types	2 Marks for Basic Understanding 3 Marks for the Design and Creativity	10 Mints
4	MESSAGE APPEALS  Rational appeal  Emotional appeals  Hasya, raudra, karuna, shringar, adbhut, bibhatsa, shant, veera and bhay  What appeal(s) to use?	2.5 Marks for each	10 Mints
5	The DAGMAR Approach  Define Awareness Advertising Goals for Measuring Advertising Results Action  Conviction  Action	5 Marks for 5 Objectives	10 Mints
6	Continues scheduling  Fuller Schreduling  Fuller Schreduling	2.5 Marks for each	10 Mints



		Part C	$(2Q \times / M = 14)$
Q No	Solution	Scheme of Marking	Max. Time required for each Question
7 a)	IMC Audience Contact Tools  The state of the	4 Marks for the Model 3 Marks for Explanation	20 Mints
	The Planning Model  The Planning Model  Agents of the Comment of the State of the Comment of the State of		
7 b)	POPULAR STRUCTURES OF RADIO COMMERCIALS  Architectures of Radio Co	3.5 Marks for Radio 3.5 Marks for Television	20 Mints
	MAKING A TV.		





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Roll No							

## 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 (C.O.No.3) [Knowledge] example

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 (C.O.No.4) [Knowledge] examples?

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

## Part C [Problem Solving Questions]

#### Answer both the Questions. Each Question carries 15 marks.

(2Qx15M=30M)

- 9. Shadowfax.com is a hyper-local Logistics (B2C) Startup. Shadow fax provides physical delivery solutions to its business partners spread across food delivery, ecommerce, medicine and grocery delivery among others. The company has many business partners. The company has grown in three times in last 15 months. Suggest which all marketing tools should, Shadow fax employ in order to reach the customers and become renowned in the industry. (C.O.No.4) [Application]
- 10. Paytm is trying to increase the customer base for its Paytm Mall application and is having a tough time in regards to provide offers to its customer as compared to Amazon and Flipkart. Customers have an assumption that Paytm products are Chinese and first copy. In order to re position the brand in the customer's minds: (C.O.No.4) [Application]
  - a) What Integrated marketing approach they should employ?
  - b) Which types of campaigns they should do, to gain the trust of the customers?
  - c) How they should strengthen their public relations, explain in detail?

# GAIR MORE KNOWLEGGE FRACH GELATER HEIGHTS

## **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
			К	С	Α	
PART A	CO 01 -10%		30			
Q. NO1 TO Q. NO6	CO 02- 10% CO 03-15% CO 04- 10%	All the modules (1 TO 4)	[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				MINISTER AND ADDRESS - 18 11		
	CO 04	MODULE 4			15	15
	Total Mark	S	30	20	30	80

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.

Faculty Signature:

Reviewer Commend:

# **Answer Scheme**



## **SCHOOL OF MANAGEMENT**

## **SOLUTION**

Semester: Odd Sem. 2019-20

Course Code: MKT 203

Course Name: Integrated Marketing Communications

Program & Sem: MBA (3rd Sem)

Date:

08.1.2020

Time:

3 HRS

Max Marks: 100

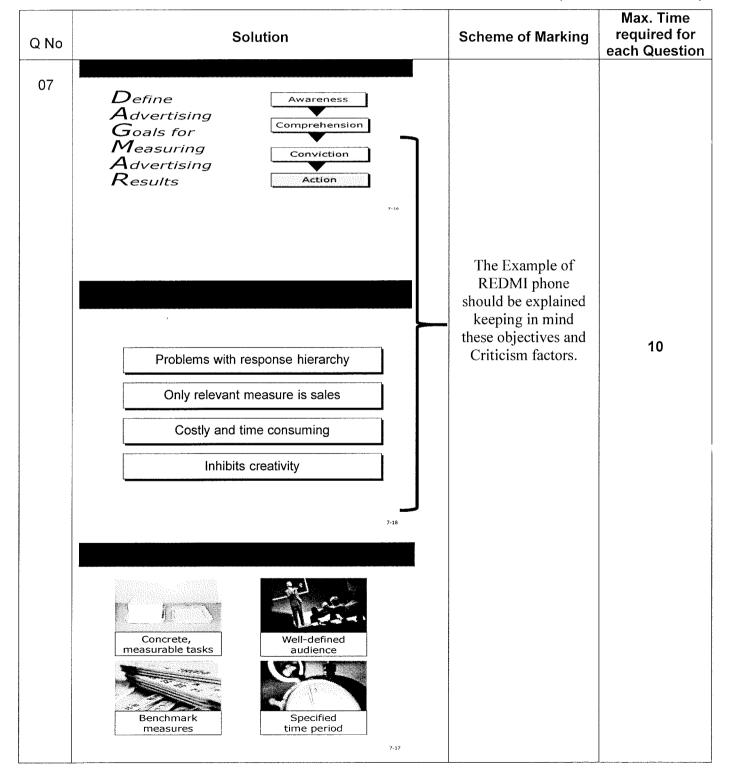
Weightage: 50%

Part A

 $(6Q \times 5M = 30Marks)$ 

Q No	Solution	Scheme of Marking	Max. Tirrequired for each Question
1	Image or Associations  Name  Brand Packaging Identity  Logo  Design  Symbols	3 MARKS FOR MENTIONING THE POINTS 2 MARK FOR EXPALNATIO	5

Q No	Solution		Scheme of Marking	Max. Time required for each Question
3	MAKING A TVC	Copylic Dalley Wolse-Hazzon rapi haze uned fleglancened	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5
4	"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)  Paid Paid Inclusion Pages (SERP)  Paid Pages (SERP)  Paid Pages (SERP)		3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5
6	**Can prevent mishaps, is relatively inexpensive Can give false-positives or false inegatives, delay implementation.  **Allows adjustments in communication in progress Both testing & correction during execution are difficult.  **Determines if objectives were achieved, guides future planning.  **No correction possible for Incumbent company.		3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5



	DIRECT MARKETING MEDIA
	Uses all mass marketing media & some more
	Direct mail
08	• Catalogues
	• Internet
	Telemarketing
	Direct response TV or Radio

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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.

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#### 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 (C.O.No.3) [Knowledge] example

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 (C.O.No.4) [Knowledge] examples?

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

# GAIR HORE KNOWLEGGE REACH GREATER HEIGHTS

## **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
DADTA	CO 04 400/			_		
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]			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 Mark	S	30	20	30	80

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

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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	"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)  Paid Inclusion  Paid Inclusio	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5
6	** Can prevent mishaps, is relatively inexpensive Can give false positives or false inegatives, delay implementation.  ** Allows adjustments in communication in progress Both testing & correction during execution are difficult.  ** Determines if objectives were achieved, guides failure planning.  ** No correction possible for incumbent campaign.	3.5 Marks for Plotting the flowchart 1.5 mark for the relevant example	5

	DIRECT MARKETING MEDIA	
	Uses all mass marketing media & some more Direct mail	
08	<ul><li>Catalogues</li><li>Internet</li></ul>	
	Telemarketing	
	Direct response TV or Radio	