

**PGDM-IB, 2014-16**  
**Integrated Marketing Communications**  
**IB-512**  
**Trimester V, End-Term Examination: December 2015**

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		<b>Total Marks</b>	<b>50</b>

**Section A: Please answer three out of five questions. Word limit for each of these questions is 250 words.**

1. Define Integrated Marketing Communications. Share any two Industry examples to share how it has changed the old traditional approach.
2. Explain the role of Integrated Marketing Communications in Branding using Industry examples.
3. What are the elements of Promotion mix? Explain any two of them in detail.
4. Draw and define the S-Shaped curve for Advertising Intensity and Return.
5. Explain the Communication Process and AIDA concept.

**Section B: Please answer two out of three questions. Word limit for each of these questions is 500 words.**

1. McDonalds has launched a new campaign promoting Kids theme parties at its outlets. What would be the various parameters you would use to measure the success of this campaign and why?
2. Differentiate between the Push and Pull Marketing Communication Strategies using Industry examples.

3. Explain the increasing influence of Digital Marketing in present day scenario and outline the pros and cons of using the same.

**Section C: Please answer the question at the end of the Case-Study on the basis of the Case-Study and the concepts of Integrated Marketing Communication. The word limit for the same is 750 words.**

Ra-One, the movie by Shahrukh Khan took the Integrated Marketing Communications for Movies to a new paradigm all together. For Digital Marketing, Ra-One entered into a tie-up with Google. On the movie's Official Youtube channel, the fans can see behind the scene and movie premiere videos. SRK is the first verified Bollywood star on G+. But the new marketing strategy was not only restricted to Digital Media or the regular movie promotions on the radio and television or through the relatively newer mediums like mobile phone applications/games.

Ra-One's co-branding initiative with Horlicks was bang on. The tall, strong and sharp super hero of the movie perfectly embodied Horlicks' brand promise. Associating with Horlicks was not the only way Red Chillies is trying to get kids to the multiplexes.

Kids also got a flavor of Ra-One with the McDonalds' Happy Meal. The themed meal box contained the G.One toy action figures. Though a lot of foreign films had earlier collaborated with Mc Donald's for promotion this had never happened in India. This made Ra-One the first Indian movie to have associated with Mc Donald's for promotion.

Going further, the kids had more to go after. Ra-One merchandise like school supplies/stationary, toys and various other accessories were available both at the G.One store and the Ra-One official website.

For the gamers out there, SRK had lined up something for them too - a PlayStation game. "Ra-One- The Game" was a prequel to the movie. The story line of the game was written by the Shahrukh. This again, was the first time a Bollywood movie has collaborated with Sony PlayStation.

Even if one didn't own the Console, all the SRK fans were not totally disappointed. They were still able catch the Ra-One fever if they owned an i Phone/i Pad. "Ra-One Genesis" the Ra-One game for i Phone already holds the top spot on the app store.

The movie released during Diwali - the most important time of the year for any durable company. Thus, the tie-up with Godrej Appliances to introduce their festive season promotion "G. ONE MAIN EK BAAR OFFER" made perfect sense. The point of purchase displays made sure that everyone who walked into the huge network of Godrej Appliances stores across the country, noticed Ra-One. In another collaboration, HCL launched an exclusive range of Ra-One laptops with high definition display and enhanced output quality. These were targeted at the buyers who wish to enjoy movies on laptop in high definition. Not only were the features great, but the laptops came with some attractive add-ons like the Philips sound bar, graphics card and also 2 years warranty.

Ketan Desai, the Director of a "soon-to-be released" romantic Bollywood movie with stars Kangana Ranaout and Farhan Akhtar, had just finished reading this report. He wanted his Integrated Marketing Campaign team to create a plan which was unparalleled in Bollywood industry.

**Qn 1: Assume you are the HEAD of Integrated Marketing Campaign team. Draw a complete marketing plan for the same.**