

PGDM, 2015-17
Integrated Marketing Communications
DM-532
Trimester V, End-Term Examination, December 2016

Time allowed: 2.5 Hours

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 |
| | | Total Marks | 50 |

SECTION - A

There are 5 questions in this section. Attempt any 3 questions (3*5 = 15 marks).

Q1. Discuss the different types of advertising agencies on the basis of services they offer to their clients.

Q2. Discuss the various types of sales promotion schemes that marketers can use for a newly launched car aiming to increase test drives.

Q3. Discuss the role internet is playing with regards to sales promotion. Why are many companies moving promotions such as contests and sweepstakes online?

Q4. Discuss, with suitable examples, the pros and cons of a celebrity endorsement.

OR

Discuss the merits & demerits of using founders of companies endorsing their own brands in advertising campaigns.

Q5) Explain, with suitable examples, disadvantages of advertising on print media and television.

SECTION - B

There are 3 questions in this section. Attempt any 2 questions (2*10 = 15 marks).

Q1. Explain the term 'Integrated Marketing Communications'. Gujarat Tourism Ad campaigns with Amitabh Bachchan as the brand ambassador have been acclaimed a lot. Analyse how the IMC program is successfully addressing various target groups and marketing issues, helping establish Gujarat as a favorable tourism destination.

Q2. Explain the term 'Public Relations'. Critically discuss the role of Public Relations during the Nestle controversy over using unhealthy banned contents in its instant noodles Maggi in year 2015-16.

Q3. The growth of Facebook has had a major impact on the way advertisers attempt to reach their customers. Discuss how Facebook has changed the media environment, citing at least 2 examples.

SECTION - C (Compulsory Case Study)

Analyze the case study and answer the question that follows (15 marks).

Snap Deal Diwali Campaign

In the run up to Diwali this year, e-commerce marketplace Snapdeal, has announced that it will be spending more than Rs 200 Crores on an advertising campaign over the next 60 days. The new campaign will be launched next month (September 2016) on TV, YouTube, print, digital and social media and will also be seen outdoors on billboards and external installations. It is designed to drive traffic and increase consumer awareness about the festive season offers that will be hosted by brand partners and sellers on Snapdeal.

"We are very excited about our new marketing campaign because it will create immense consumer connect and will also help consumers pick and choose the best products and offers for them. Diwali is the most relevant shopping season in India and we have decided to leverage this opportunity to strengthen our distinct position in consumers' mind," said Kanika Kalra, Vice President Marketing at Snapdeal.

"It is not just advertising, but our whole ecosystem is gearing for the season. Our platform and logistics are geared to handle huge surges as India gets into the festive spirit, while our sellers are readying their stocks to offer the best assortment and choices to our consumers," she added. The marketing investments, while timed with the festive season, are also part of a longer term effort to create a distinctive positioning for the brand.

Question:

Critically analyse the media strategy of Snapdeal for the advertising campaign. Elaborate how the competitors should react to such a massive campaign launched by Snapdeal.