

PGDM (RM), 2018-20  
Integrated Marketing Communication  
RM-406  
Trimester – IV, End-Term Examination: September, 2019

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	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10 Or 6*5	30
B	Compulsory Case Study with minimum of 2 questions	20	20
			50

**Section A**

**Attempt all three questions. Each question carries ten marks.**

Q1. Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of 'Designer Shirt'. Describe the various types of general and product-specific pre-planning input you might provide to the creative team. (CILO 1)

OR

Q1. One of the most difficult objectives to achieve on the internet is that of creating a strong brand image. Discuss the factors that contribute to the development of a strong brand image. What factors make it difficult to achieve this objective? Cite examples of companies that have effectively achieved this objective. (CILO 1)

Q2. Explain how online communities, forums, and chat rooms can be used in marketing programs. Discuss using a suitable example. (CILO 2)

OR

Q2. While most traditional forms of advertising and promotion have been experiencing a decline in expenditures, outdoor has been an exception. Ad spending in outdoor has actually seen a gain over the past few years. Discuss with an example. (CILO 2)

Q3. Suggest a major brand promotion campaign that could be created for 'Patanjali Honey' brand so as to compete effectively with 'Dabur Honey' which is a brand leader in the same segment. Discuss the relative importance and effectiveness of this campaign. (CILO 3)

OR

Q3. Develop a 15 second copy for the radio ad of a 'Health Drink' as the product recently launched for the consumers and explain the logic of the creative content used for this campaign so as to make it effective to the target segment. (CILO 3)

### Section B (20 marks)

#### Case study (compulsory) (Combination of CILOs)

##### PROMOTING BRANDS AT RAMADAN

For Muslims, Ramadan is a holy period during which individuals reflect upon spiritual matters and spend the month fasting during daylight hours. For advertisers it is a bonanza month simply because at night everyone is at home with family and friends, eating, feasting, and watching television.

Across the Arab world, advertising spending generally doubles during Ramadan, with some companies spending up to 78% of their annual advertising budget during these 30 days. In 2010, the Middle East's top five spenders on advertising put down an average of 25% of their annual advertising budget in just Ramadan of that year.

TV stations hold back some of their more popular shows, such as talk shows, soap operas, and game shows, for Ramadan because the audiences are large and they watch into the early hours of the morning whilst food is being digested. The result is that ratings are high, and the cost of advertising spots can be increased, even doubled. Of the total \$2.2bn spent on advertising in Ramadan in 2010, \$1.7bn was allocated to television alone.

The messages used by advertisers in the period become more culturally sensitive in order to reflect the feeling of goodwill. For example, Pepsico see themselves as adding a bit of enjoyment and fun. Food brands start to advertise ahead of Ramadan and their messages are often geared to identifying with the festival.

As Ramadan draws to a close, advertising begins to move away from food and into home furnishing, kitchen appliances, and bed and bath products. Many Muslim couples get married after the Eid Al Fitr holiday and so it is no surprise that nearly 60% of sales of 'white and brown' goods happen during and right after Ramadan.

Source: Bayte (2005); Pfanner (2005); Merza (2011).

- 1 Do you think it is morally right for advertisers to take advantage of these captive audiences in this way or do they provide added value and entertainment?
- 2 Think about other religious events or national festivals, perhaps in your country, and consider whether the quantity of advertising increases at this time.
- 3 Is the use of promotions a good way of pushing sales during Ramadan? What other marketing communications techniques could be used instead?