

Internal Assessment Test - I

Sub:	Integrated Marketing Communications					Code:	14MBA MM408		
Date:	25/4/2017	Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks		OBE	
		CO	RBT		
<b>Part A - Write short notes on any two (3*2=6 Marks)</b>					
1 (a)	What is integrated marketing communications	[03]	CO1	L1	
<p>The communication package consists of advertising, sales promotion, publicity and public relations. Don Schultz, Stan Tonnenbaum and Robert Lauterborn put forward the Integrated Marketing Communication model in a book titled Integrated Marketing Communications: Putting It Together and Making It Work in 1993. It was a strategic problem-solving approach and a new way of thinking. Marketing communication must have a unified approach to make it accountable for achieving the business objectives. The idea was soon interpreted as communication consistency, <i>e.g.</i>, PR must be in sync with advertising. IMC supports a common idea of communication across all communication media. Grey calls it ‘synchronised marketing.’ A core brand idea is extended across the media. In an agency, each division has its own business goals. They should emphasise the overall communication package. A single agency may not provide the whole communication package. The problem is that of the lead: Who will be the integrator? If there is no proper integration, who will be blamed? Advertisers tend to place the blame at the door of the agencies. However, the ultimate responsibility is that of the advertisers. It is the marketing manager’s responsibility to exercise control over the whole communication package. Researchers have further put forward the concept of Integrated Customer Behaviour Management (ICBM) which welds together everything that affects consumer behaviour. ICBM is a multidimensional interactive communication package which connects the brand and the customer.</p> <p><b>Role of IMC in Marketing</b></p> <p>The ultimate aim of brand messages is to establish the relationship with the customers. IMC optimally and efficiently allows us to reach the customers. Dove soap uses a variety of marketing mix elements to create an upscale image for the soap. IMC influences business to business communication. It affects both the internal communication within the organisation and external communication through different channels. All said and done, IMC is used to build the brands and create brand equity. IMC differentiates our brands from the competitor’s brands. It establishes a bond of trust between the brand and customers. It rises above the clutter in this over-communicated society The main tool for promotion used to be one-way advertising. It was supported by sales promotion (SP) since then IMC has shifted attention to synergistic uses of various other elements of the communication package. The communication has become two-way and interactive. Instead of winning the new customers, IMC first tries to retain the old customers and build long-term relationship with them. Marketing formerly used mass communication. It has metamorphosed into relationship marketing that uses IMC.</p> <p>The changing competitive environment and the advances in communication technology encourage IMC. Integrate messages reinforce each other. There should be harmonised working between the company, its agency and the media.</p> <p>IMC is properly planned, monitored, controlled and evaluated.</p>					

(b) What are the services offered by various advertising agencies?

1. Account services
2. Research Services
3. Marketing services
4. Media services
5. Creative services
6. Media buying services
7. Special services
8. Direct response services
9. Sales promotion services
10. Sponsorship services

[03]

CO1

L1

(c) Name any three elements in marketing communication mix.

- **Advertising:** Any paid form of non-personal communication of ideas, products and services by an identified sponsor.
- **Sales Promotion:** Short-term direct inducements to encourage sales of products and services.
- **Publicity:** Non-personal stimulation of demand for a product/service or business organisation as a whole by putting commercially significant news in media to create a favourable image. It is not paid for by the sponsor.

[03]

CO1

L3

**Part B - Answer any two (2\*7=14)**

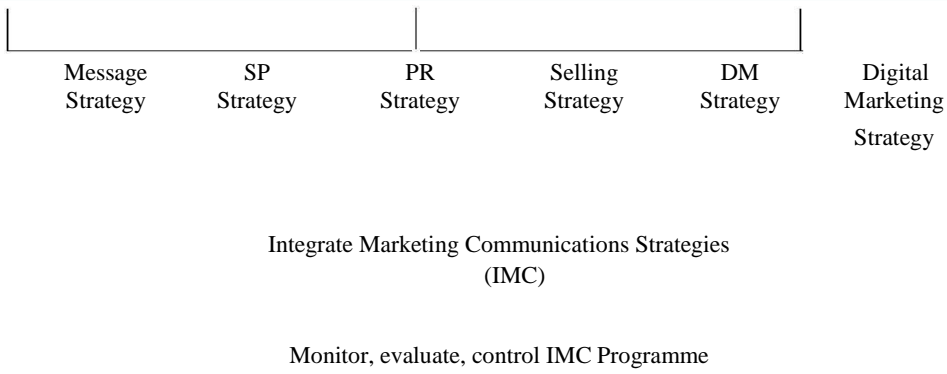
2 (a) Explain IMC planning model

[07]

CO1

L5





(b) Describe the criteria for selecting the agencies.

[07]

CO2

L2

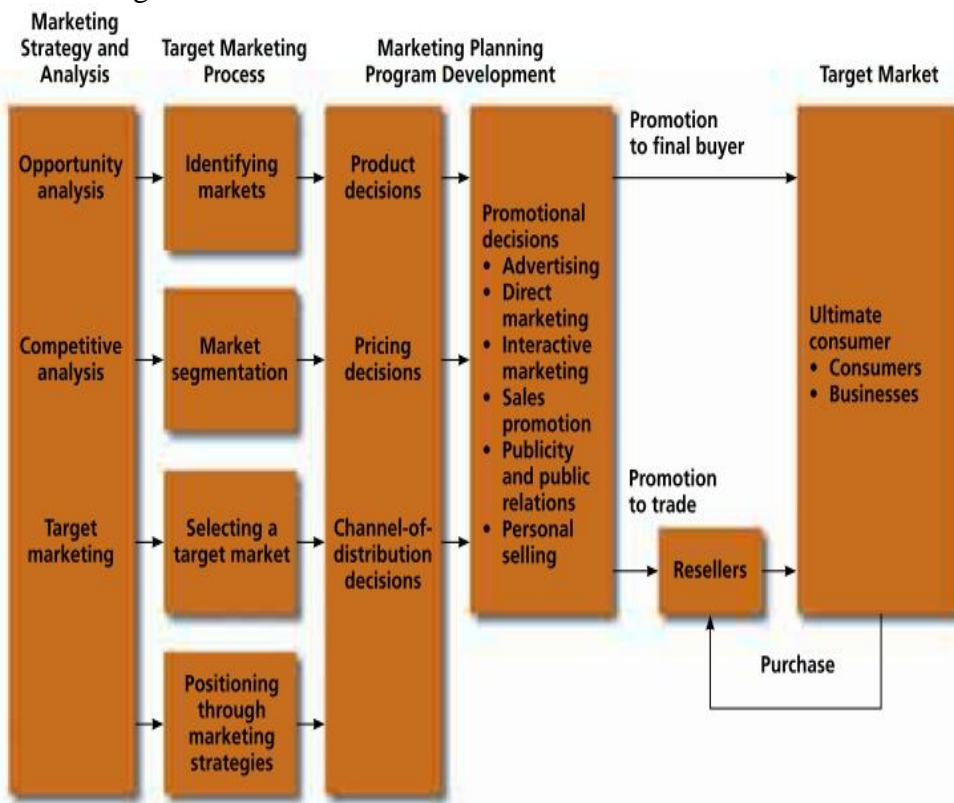
1. Location
2. Size
3. Agency working for competitors
4. Services offered by agencies
5. Image of agency
6. Rates charged
7. Creative skill and new ideas
8. Past record agency
9. Financially sound
10. Quality and caliber of staff

(c) Explain marketing and promotional process model

[07]

CO1

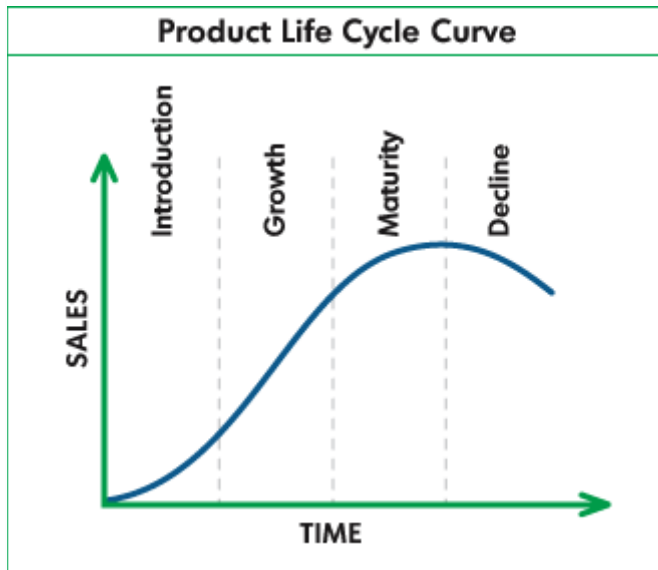
L4



**Part C - Answer any two (2\*10= 20 marks)**

3 (a) Explain the various advertisement appeals through various stages of PLC?

[10]



Introduction: Rational appeal with example, Moral appeals and social appeals  
 Growth: Rational, customer and product oriented appeal  
 Maturity: Emotional , humor, product oriented appeal  
 Decline: Rational appeal , emotional appeal

(b) Expand DAGMAR. How would you use DAGMAR to set objectives of communication

[10]

**DAGMAR Approach:** In 1961, Russell H. Colley wrote a book under the sponsorship of the Association of National Advertisers called Defining Advertising Goals for Measured Advertising Results. The book introduced what has become known as the DAGMAR approach to advertising planning and included a precise method for selecting and quantifying goals and for using those goals to measure performance. The performance measurement feature had great appeal to managers of the 1960s, who were frustrated by the available methods for controlling advertising efforts and impatient with embryonic methods of developing sales-response models.

The DAGMAR approach can be summarized in its succinct statement "defining an advertising goal." An advertising goal is a specific communication task, to be accomplished among a defined audience, in a given period of time. Note that a communication task is involved as opposed to a marketing task and that the goal is specific, involving an unambiguously defined task, among a defined audience, in a given time period.

DAGMAR is **D**efining **A**dvertising **G**oals for **M**easured **A**dvertising **R**esults. It is basically an approach to advertising planning and a precise method for selecting and quantifying goals and for using those goals to measure performance.

An advertising objective involves a communication task, intended to create awareness, impart information, develop attitudes or induce action. In the DAGMAR approach, the communication task is based on a specific model of the communication process.

	CO3	L5
	CO2	L4

## Communication Process in DAGMAR Approach

The model suggests that before the acceptance of a product by an individual, there is a series of mental steps which the individual goes through. At some point of time, the individual will be unaware of the product or offer in the market. The initial communication task of the advertising activity is to increase consumer awareness of the product or offer.

The second step of the communication process is comprehension of the product or offer and involves the target audience learning something about the product or offer. What are its specific characteristics and appeals, including associated imagery and feelings? In what way does it differ from its competitors? Whom is it supposed to benefit?

The third step is the attitude (or conviction) step and intervenes between comprehension and final action. The action phase involves some overt move on the part of the buyer such as trying a brand for the first time, visiting a showroom, or requesting information.

The whole communication process is a bit more complex. And under different circumstances, it may differ slightly, but the basic concept revolves around what is mentioned in the paragraphs above. The DAGMAR approach emphasizes the communication task of advertising. The second important concept of the approach is that the advertising goal be specific. It should be a written, measurable task involving a starting point, a defined audience, and a fixed time period.

- (c) Explain briefly the various budgeting approaches

[10]

CO2

L4

**Advertising Budget:** Budgeting for advertising is great fun if you have the money for it. That's a joke, really. Irrespective of how much advertising money or how little you may have, you will always want a little more. When retailer John Wanamaker said he knew that half his advertising money was going to waste, but he did not know which half, he was being clever by half. And his statement has created more Ad Budgeting confusion and notoriety than any other I have grown up with.

The theoretical underpinning of an advertising-budget decision is based on economic marginal analysis and is easily expressed. A firm should continue to add to the advertising budget for a specific brand or specific geographical market or specific advertising medium as long as the incremental expenditures there are exceeded by the marginal revenue they generate. Similarly, if companies advertising mature industrial products find that the sales potential (and actual sales revenue) per account are increasing, then the budgets for advertising and personal sales calls should go up, too.

**The affordable method**—as the title says, this is to budget what you can afford. The method is inferior because it doesn't take into account what the marketer is trying to accomplish with the money allocated. In lean times, owners of small businesses might be tempted to say to themselves, "I can't afford to do ANY advertising this year" that may contribute to business failure.

**The percentage of sales method**—the marketer chooses a number, say, 5

percent of sales (expected or past-period) and decides that is going to be how much money should be spent. A criticism of the method is that in tough sales years, money for advertising and other promotions falls, when they should probably be raised. The logic of this choice is that it is easy to understand and easy to implement

**The competitive parity method**—the marketer tries to emulate, on a proportional scale, the promotional spending of the competition. The main logic associated with this choice is that it somehow may reflect a collective wisdom in the industry. The negative on this method is that no two companies have the exact same resources, opportunities, resources, or objectives, so spending proportional amounts of money on promotional efforts make little sense.

**The objective and task method**—the marketers decides what she or he wants to accomplish and then works the budget out based on what it will cost to create and implement the communications needed to make that happen. The logic is obvious, and this is the best way of going about setting a promotional budget

**Part D - Compulsory (1\*10=10/2\*5=10 marks)**

4 A company producing a complete range of consumer durables has decided to promote the following product in urban market. What are the advertising media options that would you suggest to the company as marketing consultant in each case and why?

(a) Sewing Machine :

[05]

Distributing pamphlets – reach directly to target customer. can give a good rational appeal.

TV advertisements- wide reach- more attractive

Publicity through some TV programs - great influence on house wives

(b) TV SET :

[05]

TV advertisements- wide reach-good reminder to change the TV. Give live comparison on the present condition and the new product

	CO3	L4
	CO3	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	To build managerial decision making related to marketing communications strategy and tactics	1a 1b 2a 5b	1a			1b2 a				
CO2:	To study promotion mix including advertising, publicity, personal selling and sales promotion		2b 4b	3b 5a		3a	3a			
CO3:	Increasing knowledge in emerging trends in advertising global environment								4a 6	4a 6

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend

L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - *Engineering knowledge*; PO2 - *Problem analysis*; PO3 - *Design/development of solutions*;  
 PO4 - *Conduct investigations of complex problems*; PO5 - *Modern tool usage*; PO6 - *The Engineer and society*; PO7-  
*Environment and sustainability*; PO8 - *Ethics*; PO9 - *Individual and team work*;  
 PO10 - *Communication*; PO11 - *Project management and finance*; PO12 - *Life-long learning*