

Sub: **Marketing Management**

Code: **20MBA15**

Date: **21-05-2022**

Duration: 90 mins

Max
Marks: 50

Sem: I

Branch: MBA

Solution

OBE

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)

- 1 (a) What is Digital Marketing? . [03] CO3 L1
 Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services
- (b) Explain the difference between publicity and advertising using examples. [07] CO3 L2
Advertising is marketing as well as a promotional tool in the hands of the company which conveys a message about the company or a product to the viewers, listeners or readers. It is aimed at persuading customers, to choose the company's product over the product offered by the competitors.
Publicity is another promotional tool, but it is not same as advertising. It is based on reality as it is neither sponsored nor it is under the control of any company or its representatives.
 While advertising is an expensive technique to demonstrate company's products and services, publicity is always free of cost. These two terms are commonly understood as one and the same thing, but there is fine line of differences between advertising and publicity, which is explained here in tabular form..

BASIS FOR COMPARISON	ADVERTISING	PUBLICITY
Meaning	The activity of generating advertisements of products and services to commercialize them is known as Advertising.	The activity of providing information about an entity, i.e. a product, an individual or a company to make it popular is known as Publicity.
What is it?	It is what the company says about its product.	It is what others say about the product.
Cost involved	Very expensive marketing tool.	Free of cost.
Given by	Company and its representative	Third Party
Is it under the control of the company?	Yes	No
Which type of message it conveys?	Positive	It may be positive or negative.
Credibility and Reliability	Less	Comparatively more
Focus on	Target Audience	Awareness
Repeatability	Yes	No

- (c) Explain the AIDA model of advertising with examples. [10] CO3 L2

What does AIDA stand for?

Awareness: creating brand awareness or affiliation with your product or service.

Interest: generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further.

Desire: for your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'.

Action: CTA - Move the buyer to interact with your company and taking the next step ie. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat, etc.

Retention: We all know that this is key to upsell, cross-sell, referrals, Advocacy and the list goes on.. as companies are also focussing on LTV.

How to use the AIDA model

So how can this be applied to marketing planning?

It could be referred to as a communications model rather than a decision-making model, as it's identifying to companies, how and when to communicate during each of the stages as consumers will be using different platforms, engaging at different touchpoints and requiring different information throughout the stages from various sources.

So using this to help plan your tailored and targeted communication campaign may be a start.

Ask yourself some key questions throughout the stages:

Awareness: How do we make buyers aware of our products or services? What is our outreach strategy? What is our brand awareness campaign? Which tools or platforms do we use? What should the messages be?

Interest: How will we gain their interest? What is our content strategy? Social proof available to back up our reputation? How do we make this information available and where ? ie. on website, via videos, customer ratings,

Desire: What makes our product or service desirable? How do we interact personally to make an emotional connection? Online chat? Immediate response to Twitter feed? Share tips and advice?

Action: What are the call to actions and where do we place them? Is it easy for consumers to connect and where would they expect to find it? Think about which marketing channel/platform you are using and how to engage ie. across emails, website, landing pages, inbound phone calls etc.

Retention: What is the proposition to retain loyalty? At what stage do we encourage this on-line and off-line, and how?

An example of the AIDA model

Here is a case study from our Marketing Models Guide showing how an award-winning hairdressing company, Francesco Group used the model to launch their new salon.

1. Awareness: Ran a PR campaign four months prior to launch, promoting award, stylists, qualifications etc. and was reinforced through a DM campaign to targeted customer groups.

2. Interest: Executed a direct mail campaign to offer a free consultation or hair cut and finish. They used research to support that this would work, as females are loyal if the offer is compelling.

3. Desire: Close to the opening of the new salon, they ran exclusive local launch events which was advertised through local press and social media. This created a local buzz for 'people wanting an invite' and excited to see the new salon.

4. Action: Clear CTAS were positioned on the Facebook site (call to reserve), the website (call to book) and local advertising (call in to receive discount or the offer.

- 2 (a) What is sales promotion? [03] CO3 L1
 A sales promotion is a marketing strategy where a business will use short-term campaigns to spark interest and create demand for a product, service or other offers.
- (b) Discuss the tools and techniques of sales promotion. [07] CO4 L2
Sales Promotion Tools and Techniques – Consumer Promotion Tools, Trade Promotion Tools and Business Promotion Tools
1. Consumer Sales Promotion Tools:
 1. Samples – Small quantity, sometimes free of cost or sometimes at minimum price, sent door to door personally or through mails or with other products etc.
 2. Coupons – A certificate that gives buyers a saving when they purchase specified products.
 3. Cash refund offers or rebates – Are like coupons except that the price reduction occurs after the purchase rather than at the retail outlet. Consumer sends proof of purchase and manufacturer sends the refund part of the purchase price to the consumer.
 4. Price packs (cents-off deals) – Offers consumers saving off the regular price of the product, directly cuts price on the label, or combination of two products (tooth paste and tooth brush).
 5. Premiums – Goods offered either free or at low cost as an incentive to buy a product. Sometimes premium are costlier than the product it is sold with, (brass tray free with a product).
 6. Advertising specialities – They are useful articles imprinted with an advertisers name given as gifts to consumers, e.g. pen, dairy, calendars, key etc.
 7. Patronage reward – Cash or gift, for the regular use of a particular product of the company like privilege card membership given by the company to the regular user of the products.
 8. POP displays – (Point of purchase promotion) Right display at right place to attract consumers.
 9. Contests, Sweepstakes, game –
 (i) Contests- Submitting the entry
 (ii) Sweepstakes – Calls for consumers to submit their names for draws
 (iii) Games – Daily games
 10. Demonstrations can be at –
 (i) Retail stores
 (ii) School
 (iii) Door to door
 (iv) To key people
 11. Sales promotion letters and catalogues.
- (c) Discuss the steps involved in personal selling. [10] CO4 L5
1. Prospecting:
 Searching for prospects is prospecting. Here, prospect is a person or an institution who is likely to be benefited by the product the salesman wants to sell and can afford to buy it.
 Prospecting is the work of collecting the names and addresses or persons who are likely to buy the firm's products and services. Provide encompasses even the

discovery of special needs and multiplying the sales with existing clientele. While collecting the details, 'suspects' must be separated from 'prospects' to avoid or reduce waste of time, treasure and talent. There are definite methods of prospecting.

The most popular ones are:

1. Endless chain method,
2. Centre of influence method,
3. Personal observation method,
4. Spotter's method,
5. Cold-canvas method;
6. Direct mail and
7. Telephone method.

2. Pre-approach:

Pre-approach is to get more detailed facts about a specific individual to have effective sales appeals on him or her. It is a record round effort to get details regarding the prospect such as his ability, need, authority, accessibility to buy; it is a closer look of prospects, likes and dislikes, tastes, habits, financial status, social esteem, material status, family background and the like.

The objectives of pre-approach are to providing additional qualifying information; to design an effective approach strategy; to better the planning information; to avoid serious errors and to build-up confidence.

The sources of information are his fellow salesmen, customers, local newspapers, special investigators, sales office, directories, observation and the prospect.

3. Approach:

Approach means the meeting of the prospect in person by the salesman where he makes face to face contact with prospects to understand them better. Approach is such a delicate and critical stage of the sales process that the sales are either won or lost.

Approach is stepping stone for sales presentation. It is because of this delicacy that sales are likened to a chain where break of one link will break it into useless lump of hooks.

Success follows the salesman who possesses courage, courtesy and confidence.

The objectives of approach are: To help the salesman to make a favourable impression; to amplify the detailed information obtained by the salesman at pre-approach level; to convert the favourable attention of the prospect easily and smoothly into the sales proposition.

4. Presentation and demonstration:

Presentation implies an array and decoration of articles in the shop. It is the heart of selling process. Effective presentation has the capacity to convince the customer of his sales proposition. It creates and holds the interest of customers towards the products. It would be wrong to assume that all those who enter the shop do buy the products.

Normally, most of the prospects visit the shop to see prior to their decision to buy. This casual visit can be a commitment visit provided products are displayed, presented and demonstrated by the salesmen in an appealing manner. Demonstration is a part of presentation because, more description is not enough. Demonstration is the crucial task of providing the proofs and providing the statements about quality, utility, performance and service of a product by evidences of experiment, operation or a test.

The significance of demonstration lies in reducing the sales talk, facilitating the comparison, appealing to senses, fortifying the sales talks and convincing the fastidious customers. Here, A-I-D-A approach works wonders.

5. Overcoming objections:

For a creative and persuasive salesman, the process of selling really starts when the prospect raises objections. In absence of sales resistance the salesman is merely an order booking clerk. For every action of salesman there is prospect's pro-action or reaction that is, approval or disapproval.

Each salesman should understand the reasons as to why prospects raise objections because; each objection has its roots in the buying decision. An objection is the expression of disapproval of an action taken by salesman; it is an adverse reason or an argument indicating clearly that the prospect is not yet ready to buy.

These objections may be genuine or mere excuses. Overcoming objections is really a delicate stage that makes or mars the unbroken chain of selling process. Being a very crucial aspect, the experts have a set procedure for overcoming the objections namely, listen to the prospect cushion the jolt anticipate the objections and prevent their occurrence. It is the creative task of bringing the customer to the sales track once again.

6. Closing:

All the earlier stages of sales talk namely, prospecting, pre-approach; approach, presentation and handling the objections have been designed to induce the prospect to make decision to buy so that a sale can be concluded.

The success in earlier stages will lead to the last stage of closing the sale and clinch the deal. Here, 'close' means the act of actually getting the prospect's assent to the sales proposal or he gets an order.

The underlying point of closing sale is to persuade the prospect to act right now than postponing or delaying the action. It is here that the prospect is turned into a customer desire into demand.

Though it sounds very easy, it is the most difficult task. It is the positive attitude and self-confidence that plays a decisive role in converting wish into desire and desire into demand. A poor closer is a poor salesman and salesman who cannot close well will have to close the line.

- 3 (a) What is personal selling? [03] CO3 L1
Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.
- (b) Discuss the basic tasks of customer relationship management. [07] CO3 L4
Basics Tasks of CRM
Companies require four basic tasks are required to achieve the basic goals of CRM.
1. Customer Identification:
 - o To serve or provide value to the customer, the company must know or identify the customer through marketing channels, transactions, and interactions over time.
 2. Customer Differentiation:
 - o Each customer has their own lifetime value from the company's point of view and each customer imposes unique demands and requirements for the company.
 3. Customer Interaction:
 - o Customer demands change over time.
 - o From a CRM perspective, the customer's long-term profitability and relationship

to the company is important.

o Therefore, the company needs to learn about the customer continually.

Keeping

track of customer behavior and needs is an important task of a CRM program.

4. Customization / Personalization:

o “Treat each customer uniquely” is the motto of the entire CRM process.

o Through the personalization process, the company can increase customer loyalty.

o Jeff Bezos, the CEO of Amazon.com, said, “Our vision is that if we have 20 million customers, then we should have 20 million stores.”

o The automation of personalization is being made feasible by information technologies.

(c) Irex is a new company manufacturing and marketing medical diagnostic devices. [10] CO4 L2

Develop public-relations plans for this company and explain how each of it works for the company.

Application of the below concept to the given company

For most businesses, the new year is a time for assessment, goal setting and strategic planning. When it comes to PR, this is the time to set objectives and formulate a clear, defined plan that'll help your business achieve optimum results in the media.

When planning your PR activities for the year, as a general rule, consider the full year ahead, plan for six months, and expect to revise after three months. Like most business activities, PR requires flexibility and a recognition that things will change over time. However, there are a number of factors that'll make a measurable difference to your company's success if you take them into account at this early stage.

Assess & Plan

First, review the past year in terms of PR activity. If your business received media attention last year, review the resulting coverage with an analytical eye. Determine the angles and pitches that worked well and resulted in positive coverage. Take note of which journalists reported in your favor and which didn't. Look at the overall amount of positive, negative or neutral coverage you received. If you subscribed to a media measurement service, assess the results of your campaigns and, if possible, compare your progress against your competitors.

Next, consider your overall business objectives, and use these as a basis for developing your key media messages. Make sure that what you say and how you say it reflects what you're trying to achieve. Your messages will form the backbone of your communication activity for the year.

Finally, develop a plan of attack. Review your business plan through the eyes of a journalist--what would be of interest to your customers or investors? Identify potential media opportunities that could occur during the year, such as product launches, expansion activities and new service offerings, and develop a calendar that lists the events. If you can, try to organize major news events to create the most buzz. For instance, if your company is introducing a new line of beach apparel, time the launch in the spring to coincide with warming temperatures. Always remember to put your goals and objectives in writing so you can refer back to them throughout the year and evaluate your success.

Tools & Tactics

Once you've sketched out your plans for the year, it's time to consider the activities that'll enable you to achieve your objectives.

Establish a news release calendar to plan out the news releases you intend to issue throughout the year. You may need to revise this calendar as you move through the year, but it'll give you some initial structure to adhere to and help you stay focused on generating news.

Media outreach in the form of pitching reporters and placing articles is still the essence of PR, and the foundation for any PR program is a solid media list. Before engaging in any PR activities, take the time to carefully research and build a database of key reporters. Your list should contain the contact details of the publications and journalists that pertain to your industry and be organized according to how valuable each is in terms of reaching your target audience.

Once you've created a list, schedule time on your calendar for media outreach. Contact each reporter individually to introduce yourself and to arrange informal meetings where you can discuss the outlook for your company and industry.

Publications' editorial calendars offer an excellent vehicle for planning media exposure. Researching them will enable you to identify opportunities to offer yourself as an expert source, contribute an article or even suggest a feature on your company. Once you've set your list of targets, begin contacting them as soon as possible. Most editorial outlets have deadlines several months ahead of their publication dates. Pay careful attention to the closing dates, or you'll risk losing out on the opportunity. For more on editorial calendars, see "**Generating Coverage Between Press Releases**."

Contributed or "bylined" articles can be an excellent way to generate exposure and establish yourself as an industry expert. Research magazines, newspapers and websites to find those outlets that are open to such articles, then contact the editor to propose a topic. Remember to make sure the focus of the media outlet is in sync with your business objectives and the article contains your key messages.

Case studies are very attractive to the media because they offer a tangible, real-world example of the benefits of your product or service. The challenge with developing case studies is they require active customer participation. So talk to your clients and ask them if you can report on their successes. While this'll require your customers to share their "war stories," it offers them--and you--a chance to shine.

Speaking opportunities offer another avenue for generating exposure. When planning your PR activities for the year, research conferences, trade shows and webinars for opportunities to nominate yourself as a keynote speaker or a member of a panel discussion. The value in securing such engagements can be tremendous, especially for a growing business; however, they also require vigilant planning because most speaking opportunities are finalized several months in advance.

Blogs and social media have grown in popularity as communications tools because they offer a way to have an active discussion with a motivated audience. When considering PR tactics, don't forget to research the blogs that relate to your industry and get to know the styles and personalities of their authors. **Technorati**, the leading blog search engine, is a great place to start. A presence in the blogosphere can add to your company's perception as a thought

leader. But remember, all material published on a blog is open to a wide audience and can initiate a line of discussion that may not always jive with your point of view.

If you want to launch your own blog, there are free tools, such as [Blogger](#) and [Blog.com](#), that enable you to do this easily. When it's all set up, make sure it gets listed on Technorati.

The internet also contains a number of social media networks such as [del.icio.us](#) and [Digg](#). These networks are used to store and share content and information--like articles--among members. Additionally, if you have video content that you'd like to share with a consumer audience, you should familiarize yourself with video sharing sites such as [YouTube](#) and [Metacafe](#).

Crisis planning is also an essential part of your business's PR plan. This should include all possible negative scenarios and the appropriate responses to them. Ensure that other members of your business are aware of crisis procedures, and take time to do a test run to help iron out any inconsistencies or holes in your plan.

Planning your PR strategy now will not only help generate new ideas and opportunities for you and your business to shine, it'll give you peace of mind in your day-to-day operations. While PR plans are always subject to change, planning ahead will enable you to stick to your overall goals and maintain your focus.

- 4 Vismay, an MBA student in his final year has set up his startup venture, named Wiscream. That is ice-cream with less-fatty elements, nutritional and healthy, aimed at ice-cream lovers who are worried about their health. As part of his new product production, Visamy wants to choose a new-age marketing approach rather than the traditional marketing approach. In the light of the above, answer the below questions.

- a) Compare traditional marketing with new-age marketing to explain which of these two to be considered for Wiswcream?

Write the differences between traditional and contemporary marketing and its effectiveness for the given company

[05] CO3 L6

- b) Formulate new-age marketing approaches to Visamy explaining how they work

[05] CO3 L6

Propose some contemporary marketing strategiesm chanelns and media for the given company

Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Develop an ability to assess the impact of the environment on marketing function.					
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying					
CO3	Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning	1(a) 2(a) 3(a)	1(b) 1(c) 2(b)	3(b)		4(a) 4(b)
CO4	Identifying marketing channels and the concept of product distribution.		3(c)	2(c)		
CO5	Identifying techniques of sales promotion , significance of marketing research					
CO6	Synthesize ideas into a viable marketing plan for various modes of marketing					
Cognitive level	KEYWORDS					
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5 - Evaluate	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					

PO1–Theoretical Knowledge;

PO2–Effective Communication Skills;

PO3–Leadership Qualities;

PO4 –Sustained Research Orientation;

PO5 –Self-Sustaining Entrepreneurship

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