

Internal Assessment Test – 1

Sub: **Integrated Marketing Communications**

Code: **22MBAMM4
04**

Date: **09/08/2024**

Duration: **90 mins**

Max Marks: **50**

Sem: **IV**

Branch: **MBA**

OBE

SET -1

Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)				
1(a)	Define IMC.	[03]	CO1	L1
Ans	<p>A concept of marketing communications <u>planning</u> that recognizes the added value of a comprehensive plan that <u>evaluates</u> the strategic roles of a variety of communications disciplines- ...- and <u>combines</u> these disciplines to provide <u>clarity</u>, <u>consistency</u>, and <u>maximum communications impact</u>. (American Association of Advertising Agencies).</p> <p>IMC recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines --- advertising, public relations, personal selling and sales promotion --- and combines them to provide clarity, consistency, and maximum communications impact.</p>			
(b)	Discuss the role of IMC in marketing process.	[07]	CO1	L2
Ans	<p>Any organization that wants to exchange its products or services in the marketplace successfully should have a strategic marketing plan to guide the allocation of its resources. A strategic marketing plan usually evolves from an organization’s overall corporate strategy and serves as a guide for specific marketing programs and policies. IMC is defined as customer centric, data driven method of communicating with the customers. IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together.</p>			
(c)	Illustrate the DAGMAR approach with suitable example.	[10]	CO2	L4
Ans	<p>Defining advertising goals for measured advertising results, or DAGMAR refers to the collection of objectives for measuring an advertisement’s effectiveness. It serves the purpose of enhancing the advertising campaign to build better customer relations.</p> <p>The objective and goal are interchanging words, but they mean different things. While the former has a broader aim, the latter is time-specific but is. Advertising should not aim to get itself noticed, read, or heard. Instead, it should focus on changing the customer’s mindset. It creates brand awareness.</p> <p>1. Awareness Awareness is a prime aspect of creating a positive impression in customers’ minds. Before buying a product, the customer should know the brand, new product launch,</p>			

	<p>and new offers. Good brand awareness often makes customers feel connected to the company’s objectives. Therefore, the companies should build such an ad that reaches their target audience.</p> <p>2. Comprehension Awareness alone cannot result in effective advertisement results. The company needs to comprehend (detail) the product information. Additionally, it needs to supply relevant information about the product features. For example, Dell, a technology company, is launching an advertisement for its new laptop. They highlight the laptop features like enhanced processors, a protected screen, and improved storage.</p> <p>3. Conviction Here, the customers will decide whether they should buy the product or not. They often make choices through comparison with similar products. Then, if the customer finds the product interesting and worthy, they might try it. At this stage, the advertisement tries to convey its message to the target audience. For example, in 2020, Facebook Meta, another technology company, projected an advertisement where two users helped a lady to start her own business. Slowly, many users joined hands and helped her grow her shop with the help of Facebook.</p> <p>4. Action The final step is to enact the buying decision. This step motivates the customers to buy the product. For example, before launching a new iPhone, Apple, a company specializing in consumer electronics, tries to push its ads among the target audience. As a result, it creates hype about the product. So, the customer buys the product if they find it interesting.</p>			
2(a)	<p>What is an advertising agency.</p> <p>Ans Advertising Agency is an independent organization of creative and business people who specialized in developing and preparing advertising plans, advertisements and other promotional tools. It purchases advertising space and time in the media on behalf of their client.</p>	[03]	CO1	L1
(b)	<p>Illustrate the various advertising appeals.</p> <p>Ans</p> <div data-bbox="164 1417 1197 1993" style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">ADVERTISING APPEAL</p> <ul style="list-style-type: none"> • Advertising appeals refers to the approach used to attract the attention of customers or to influence their feelings towards a brand, product or service. </div>	[07]	CO1	L3

TYPES OF APPEAL

- ❖ Rational Appeal
- ❖ Emotional Appeal
- ❖ Moral Appeal

(c) Explain the advantages and disadvantages of various media types.

Ans

Television Pros and Cons

Advantages

Mass coverage

High reach

Sight, sound, motion

High prestige

Low cost per exposure

Attention getting

Favorable image

Disadvantages

Low selectivity

Short message life

High absolute cost

High production cost

Clutter



[10] CO3 L2

Radio Pros and Cons

Advantages

Local coverage

Low cost

High frequency

Flexible

Low production cost

Well-segmented audience



Disadvantages

Audio only

Clutter

Low attention getting

Fleeting message

3(a) Distinguish between publicity and public relations.

Ans

Publicity is often associated with promotional activities and may involve advertising, sponsorships, product placements, or other paid media tactics to gain exposure and media coverage.

Public relations focuses on building credibility, trust, and positive relationships through authentic and strategic communication. It relies on earned media coverage, thought leadership, public speaking engagements, industry partnerships, and other non-paid communication channels to influence perceptions and generate positive visibility.

[03] CO1 L2

(b) Explain the objectives of advertising.

Ans

The main objectives of advertising include product or service introduction, brand awareness creation, customer acquisition, value creation and Differentiation from competitors. Advertising also focuses on brand building to enhance the value of the brand. The correct brand positioning helps incite product and brand recall, increasing sales, and profits by targeting the right audience. Lastly, advertising aims to create a desire for the product within customers. This is to trigger an emotional appeal to drive purchases, and invoke a call to action, especially prevalent in the digital advertising sphere, to engage customers and potentially transform them into loyal customers.

[07] CO2 L2

<p>(c)</p> <p>Ans</p>	<p>Demonstrate the concept of advertising budgeting with its different approaches.</p> <p>Various budgeting methods used</p> <p>There are two Approaches in Advertising Budgeting:</p> <ol style="list-style-type: none"> 1. Top Down: Budget is fixed 2. Bottom Up: It is objective & task method <p>Top-down approach purely based on top management discretion Subjective and judgmental in nature.</p> <p>Bottom-up approach Based on advertising objectives to be achieved Objective and data oriented in nature</p> <p>1. Top-Down Approaches</p> <p>a. <u>The Affordable Method</u></p> <ul style="list-style-type: none"> • What we have to spare. What's left to spend? <p>This approach means that the advertising budget will be decided on the basis of whatever money is left after all other fixed and unavoidable expenses have been allocated. New entrepreneurs have no other option but to follow this method when they are short of funds</p> <p>b. <u>Arbitrary Allocation Method</u></p> <p>No system. Seemed like a good idea at the time.</p> <p>c. <u>Percentage of Sales Method</u></p> <p>Set percentage of sales or amount per unit.</p> <p>d. <u>Competitive Parity Method</u></p> <p>Match competitor or industry average spending.</p> <p>This is the most controversial method and few executives admit that they use it while preparing the budget. In this approach an advertiser bases his budget decision primarily on the expenditures of competitors. That is they try to keep pace with their competitor's advertising budgets.</p> <p>e. <u>Return on Investment Method</u></p>	<p>[10]</p>	<p>CO2</p>	<p>L3</p>
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	<p>Spending is treated as a capital investment.</p> <p>a. <u>Objective and Task Method</u></p> <p>This method is gaining more popularity because it provides a more logical basis for deciding advertising appropriation. The objective task method concentrates on the marketing/advertising objectives that are pre-decided and ask these questions: what is the role of advertising in obtaining these objectives? How much should we spend to achieve these objectives?</p> <p>Thus under this method a company launching a new product will decide to spend more money as it has to create immediate awareness amongst consumers. (for example Ranbaxy will spend more on its new product Olean). For an existing well know brand, the company may spend less on advertising (for example Ranbaxy will spend less to advertise its product Garlic Pearls.)</p> <p>As it is obvious in the above example, the objective task approach directs the efforts of manufactures to think through the objective while setting the budget.</p> <p>b. <u>Payout Planning</u></p> <p>Payout Planning Payout plan determines investment value of advertising Follows a 3-year Plan 1st Year promotion expenses are high and hence low or negative profits 2nd year it goes Break-even 3rd year it starts showing profit .To determine how much to spend, marketers develop a payout plan that determines the investment value of the advertising and promotion appropriation</p>			
	<p>Part B - Compulsory (01*10=10marks)</p>			
<p>4</p> <p>Ans.</p>	<p>Sleek Sports is into manufacturing and marketing sleek brand-named sports accessories like sport shoes, T shirts, gloves and few sports equipments in Indian and few foreign markets. Sleek had been in Indian market for the past 10 years and about 6 years back it had started exporting its products to foreign markets also. There was steady growth in the sales for the past few years, but for the last 2 years there has been reduction in sales in both domestic as well as foreign markets. Hence the CEO of the company Mr. Gopal is thinking of better promotional activities, for both domestic as well as foreign markets.</p> <p>Questions:</p> <p>a. Recommend few promotions to boost the sales of Sleek products. (05 Marks)</p> <p>b. Justify what should be the media strategy for the promotions? (05 Marks)</p> <p>Students are expected to explain the various promotional tools and the appropriate media strategy.</p>	<p>[10]</p>	<p>CO2</p>	<p>L5</p>

Course Outcomes		Blooms Level	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	L1	1a,1b,2a,2b,3a	0	0	0	0	2	1a,1b,2a,	0	0
CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.	L3	1c,3b,3c	4a,4b	0	0	0	0	1c,2b,3a	0	0
CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.	L2	2c	0	1	0	2	0	2c,3b,3c, 4a,4b	0	0
CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools in ethical situations.	L4	0	0	0	1	2	0	0	3	2

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Foster Analytical and Critical Thinking Abilities for data based decision making; PO3– Develop Value Based Leadership; PO4 –Ability to Understand and communicate various business aspects to global; PO5 – Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment;
PSO1- Comprehend Contemporary features of Business Management Science and its administration
PSO2- Analyze and interpret the dynamic situations for making Business Management strategies
PSO3- Handle responsibility with the ethical values for all actions undertaken by them
PSO4- Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.

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