

--	--	--	--	--	--	--	--	--	--

Internal Assessment Test – 2

Sub: **Integrated Marketing Communications**

Code: **22MBAMM404**

Date: **20.09.2024**

Duration: 90 mins

Max Marks: 50

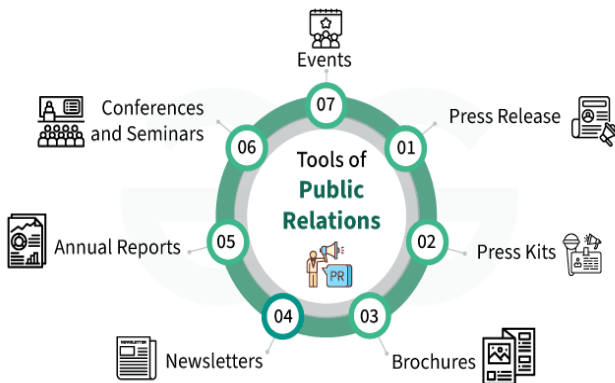
Sem: IV

Branch: MBA

OBE

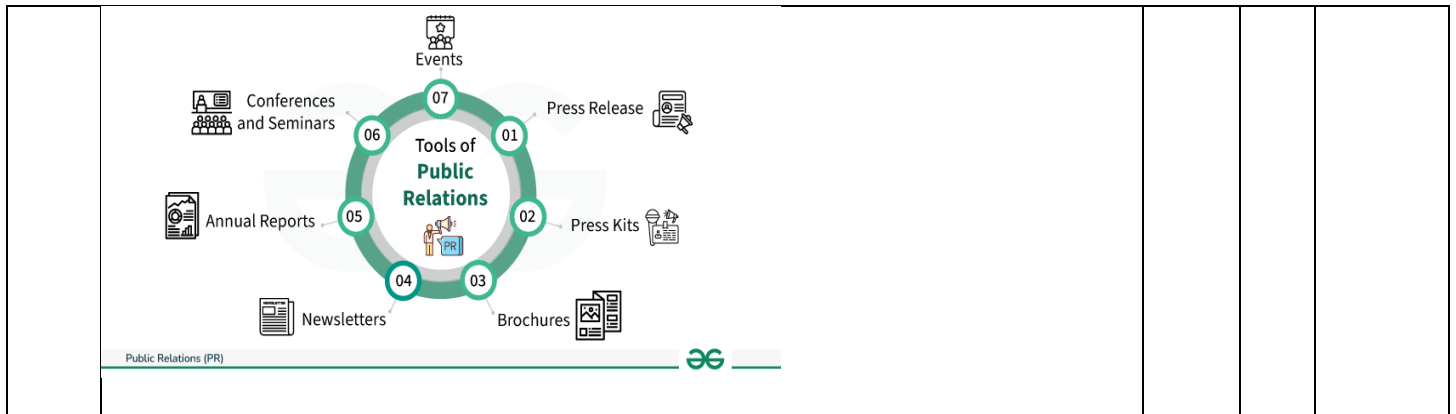
**SET -1**

Marks CO RBT

<b>Part A -Answer Any Two Full Questions (20*02=40 Marks)</b>				
1(a)	What do you understand by direct marketing?	[03]	CO3	L1
Ans.	Direct marketing is possibly the oldest way to establish branding and sell goods and services. In this technique, companies market themselves and their products directly to the buyer. Potential customers are asked to buy products or get services directly from the company. This is in contrast to other forms of marketing which target a middleman company or platform or focus more generally on brand building over immediate sales.			
(b)	Explain the various tools of public relations.	[07]	CO3	L2
Ans.	 <p>The diagram illustrates the 'Tools of Public Relations' as a central green circle with the text 'Tools of Public Relations' inside. Surrounding this circle are seven numbered nodes (01-07) connected by a green ring. Each node is linked to an icon and a label: 01 Press Release, 02 Press Kits, 03 Brochures, 04 Newsletters, 05 Annual Reports, 06 Conferences and Seminars, and 07 Events. At the bottom of the diagram, there is a small logo and the text 'Public Relations (PR)'.</p>			
(c)	Illustrate the emerging issues in international advertising.	[10]	CO3	L4
Ans.	<p>Some emerging issues in international advertising include:</p> <ul style="list-style-type: none"> <li>• Cultural differences</li> </ul> <p>Cultural factors can act as invisible barriers in international marketing. It's important to understand and reflect the wider cultural and behavioral aspects of a target country in all aspects of the strategy and execution.</p> <ul style="list-style-type: none"> <li>• Market research</li> </ul> <p>Successful international advertising starts with detailed market research to get to know the local culture, consumer behavior, and media habits in each target country.</p> <ul style="list-style-type: none"> <li>• International marketing agility</li> </ul> <p>This emerging concept is driven by rapid changes in global markets. It's becoming increasingly important for multinational enterprises and exporting SMEs to consider international marketing agility to build a competitive advantage in foreign markets.</p> <ul style="list-style-type: none"> <li>• AI marketing</li> </ul> <p>This is a new and emerging field that includes using AI for automation,</p>			

	<p>optimization, generating insights, developing strategies, and creating content.</p> <ul style="list-style-type: none"> <li>• Global marketing in a digital economy</li> </ul> <p>The traditional approach to global marketing is no longer sufficient to address the emerging issues in global markets. Global companies need to challenge traditional assumptions.</p>			
2(a)	<p>What is ASCI?</p>	[03]	CO4	L1
Ans.	<p>The Advertisement Standards Council of India (ASCI), established in 1985 under Section 25 of the Companies Act, 1956, is a voluntary, self-regulatory body registered as a non-profit company.</p> <p><b>ASCI's mission is clear:</b> to ensure that all advertising activities in India adhere to principles of legality, truthfulness, decency, honesty, social responsibility, and fair competition. It actively invites consumer complaints against unfair, dishonest, or misleading advertisements, subjecting them to independent examination by the Consumer Complaints Council. In 2016, the Ministry of Information &amp; Broadcasting mandated that all advertisements adhere to the ASCI Code.</p>			
(b)	<p>Write a note on internet advertising stating its merits and demerits.</p>	[07]	CO4	L2
Ans.	<p>Internet advertising is a set of tools for delivering promotional messages to people worldwide, using the Internet as a global marketing platform.</p>			
(c)	<p>Illustrate the various methods of evaluating the effectiveness of advertisements.</p>	[10]	CO3	L3
Ans.	<p>There are many ways to evaluate the effectiveness of an advertisement, including:</p> <ul style="list-style-type: none"> <li>• Advertising recall</li> </ul> <p>Determines the impact of the campaign on the target audience</p> <ul style="list-style-type: none"> <li>• Brand awareness</li> </ul> <p>Measures how well the campaign connects the brand, product, or service to the audience</p> <ul style="list-style-type: none"> <li>• Effective reach</li> </ul> <p>Measures the percentage of the target audience that sees the ad and how often they see it</p> <ul style="list-style-type: none"> <li>• Click-through rate</li> </ul> <p>Measures the percentage of people who click on an ad, link, or social media post compared to the total number of impressions</p> <ul style="list-style-type: none"> <li>• Copy testing</li> </ul> <p>A pre-testing method that assesses the effectiveness of an ad before it airs</p> <ul style="list-style-type: none"> <li>• Focus groups</li> </ul> <p>A method that involves showing an ad to a small group of people and asking them questions about it</p> <ul style="list-style-type: none"> <li>• Analysis</li> </ul> <p>A skill that helps marketers interpret data from research to determine if a campaign was effective</p> <p>Ad analysis can help identify what's working and what's not, which can help a business save money and create more effective ads.</p>			
3(a)	<p>What is direct marketing?</p>	[03]	CO3	L1
Ans.	<p>Direct marketing is possibly the oldest way to establish branding and sell goods and services. In this technique, companies market themselves and their</p>			

	products directly to the buyer. Potential customers are asked to buy products or get services directly from the company. This is in contrast to other forms of marketing which target a middleman company or platform or focus more generally on brand building over immediate sales.			
(b)	Explain the role of ethics and law in advertising.	[07]	CO4	L2
Ans.	<p>Ethics and laws in advertising are important for protecting consumers and ensuring fair competition:</p> <ul style="list-style-type: none"> <li>• Ethics</li> </ul> <p>Ethical advertising is based on values like truth, justice, and fairness. Ethical advertising can help build trust with consumers, which can lead to increased loyalty and support.</p> <ul style="list-style-type: none"> <li>• Laws</li> </ul> <p>Advertising laws protect consumers from being misled by false or deceptive advertising. Laws help ensure that businesses are transparent and honest, which can help consumers make more informed decisions.</p> <ul style="list-style-type: none"> <li>• Regulations</li> </ul> <p>In the United States, the Federal Trade Commission regulates false or misleading advertisements. Other regulations may apply to specific mediums, such as television commercials, social media marketing, or telemarketing.</p> <ul style="list-style-type: none"> <li>• Codes of ethics</li> </ul> <p>Many marketing associations have codes of ethics, and some companies have their own standards for ethical marketing.</p> <ul style="list-style-type: none"> <li>• Consumer complaints councils</li> </ul> <p>Some organizations, like the Advertising Standards Council of India (ASCI), have consumer complaints councils to address claims of advertisements that violate established standards</p>			
(c)	Demonstrate the concept of public relations and its various tools with proper examples.	[10]	CO4	L3
	<p><b>What is Public Relation/</b></p> <hr/> <p>Public Relations (PR) is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.</p> <p>PR professionals manage and guide the public perception of an organization or individual through carefully crafted communication strategies.</p>			



**Part B - Compulsory (01\*10=10marks)**

4	<p>Founded in 1982, Eureka Forbes Ltd. is multiproduct, multichannel organization and India’s leading health and hygiene brand. Eureka Forbes has been a pioneer and trend settler in direct sales in India and is one of the largest Direct selling companies in the world today. In addition to the direct sales force, it has retail, institution and e-commerce channels. Despite of their entry in to online sales since 2011, the company still drives a significant share of its revenues by knocking on the doors of prospective customers. Over 8000 Eureka Forbes sales person still knock on 30 lakh doors every year selling their products.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>Identify and explain the advantages enjoyed by Eureka Forbes through Direct Marketing/Sales.</li> <li>Having 8000 sales persons as a part of Direct Marketing in the era of technology is a right decision? Justify your answer.</li> </ol> <p>Students have to justify their answer with the concept of direct marketing.</p>	[10]	CO4	L5
---	---	------	-----	----

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	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0
CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.	L2	1a,1b,1c, 2c,3a	0	0	0	0	0	1a,1b,1c, 2c,3a	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	2a,2b,3b,3c	4a,4b	0	0	0	0	2a,2b,3b,3c	4a,4b	0

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.**

CI

CCI

HOD