

CBCS SCHEME

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22MBAMM404

Fourth Semester MBA Degree Examination, June/July 2024 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7,
2. Q.No. 8 is compulsory.
3. M : Marks, L: Bloom's level, C: Course outcomes.

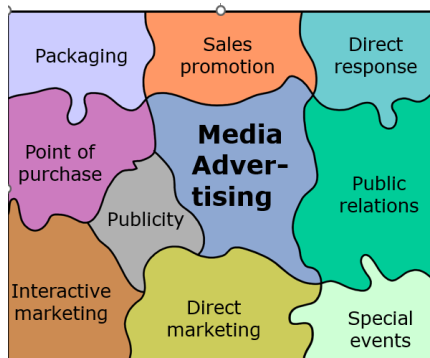
			M	L	C
Q.1	a.	Define IMC.	3	L1	CO1
	b.	Briefly explain various promotion tools in IMC.	7	L1	CO2
	c.	Explain IMC planning model in detail.	10	L2	CO2
Q.2	a.	List out any three objectives of advertising.	3	L1	CO1
	b.	Explain DAGMAR approach for setting advertising objectives.	7	L2	CO2
	c.	Explain the steps involved in developing IMC program.	10	L2	CO2
Q.3	a.	Define media planning.	3	L1	CO1
	b.	Distinguish between publicity and public relation.	7	L1	CO1
	c.	Explain the various services offered by AD agencies.	10	L2	CO2
Q.4	a.	Define surrogated advertising.	3	L1	CO1
	b.	Write a note on internet advertising stating its merits and de-merits.	7	L1	CO1
	c.	Illustrate the various methods used for evaluating the effectiveness of advertising.	10	L2	CO3
Q.5	a.	Define cooperative advertising.	3	L1	CO1
	b.	Explain the concepts of corporate advertising.	7	L2	CO2
	c.	Examine the importance of analyzing global environment for International advertising.	10	L2	CO2

Q.6	a.	Write a short note on direct marketing.	3	L1	CO1
	b.	Compare and contrast between print media and broadcast media.	7	L2	CO2
	c.	Explain the concept of advertising budgeting with its different approach.	10	L2	CO2
Q.7	a.	Define B2B communication.	3	L1	CO1
	b.	Explain the concept of advertising ethics with suitable example.	7	L2	CO2
	c.	Briefly explain special issues in Industrial selling.	10	L2	CO2
Q.8		CASE STUDY (Compulsory) Founded in 1982, Eureka Forbes Ltd. is multi product, 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 into 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 lac doors every year selling their products.			
	a.	Identify and explain the advantages enjoyed by Eureka Forbes through Direct Marketing.	10	L1	CO1
	b.	Having 8000 sales persons as a part of direct marketing in the era of technology is a right decision? Comment.	10	L3	CO3

SOLUTIONS

Q1. a. 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.

Q1.b.



Integrated Marketing Communication: Advertising

Advertising is the non-personal and paid form of communication. It is one of the most effective forms of communication where it reaches a mass audience at once within a short period of time.

It not only increases sales but also creates awareness among consumers. Marketers need to ensure that the right message should be delivered in the right manner to the consumers.

The various media used are print media, radio, billboards, television, etc.

Integrated Marketing Communication: Personal selling

Personal selling includes face to face interaction with the end-users with the motive of promoting the product and convincing the buyer to purchase the product.

It is the most effective tool in IMC as a salesperson directly communicates with the buyer, resolves their issues on spot, improvise his pitch as per the need of the buyer, and focuses on building a long-term relationship with end-users.

Direct Marketing

It is the oldest form of communication where organizations directly communicate with end-users through emails, telephone, fax, text messages, catalog, brochure, and promotional letter.

Nowadays people buy more online, so marketers help consumers in the buying process by sending those catalogs and other marketing material which makes the process easier for consumers.

Mobile Marketing

Mobile marketing involves communicating with customers through mobile by sending them a text message. It is the cheapest traditional means of promotion.

Social Media Marketing

It is one of the most powerful media where the promotion of the brand or business can be done through the social media channel. It is one of the low-cost promotional methods where a large number of users are targeted at once.

Public Relations

It is the practice of managing the relationship between an organization and the public.

It is a two-way communication where the public shares their feedback to the organization.

PR is done to create goodwill in the market and present the product of the company in the positive light.

Promotion can be done through press releases, public appearances, event sponsorships, news, etc.

Sales Promotion

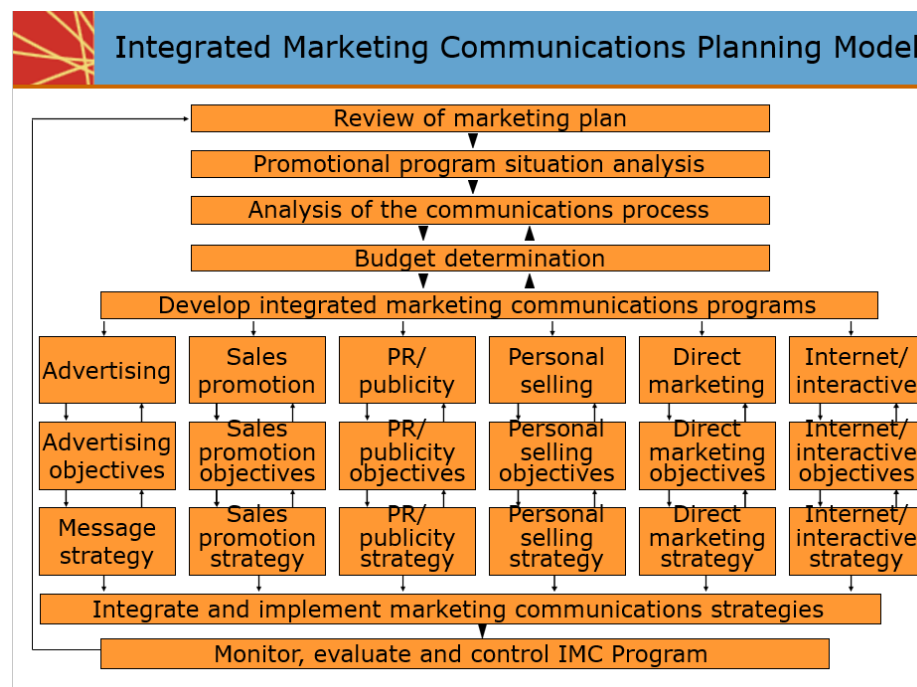
Sales promotion is the short-term incentives given to consumers to accelerate the sale.

It gives them a reason to buy the product by providing attractive offers like discount coupons, contests, premiums, samples, sweepstakes, price packs, low-cost financing deals, and rebates.

Sponsorships

It is a mixture of sales promotion and public relations. Sponsorships create brand loyalty and help in differentiating the product with competitors.

Q1.c.



The Marketing Plan A document that describes the overall marketing strategy and programs developed for a company, product or brand. The plan includes: • To examine the overall marketing plan • Role of advertising in promotion • To do competitive analysis • Assess the environmental influence • Monitoring and evaluating the success of marketing activities.

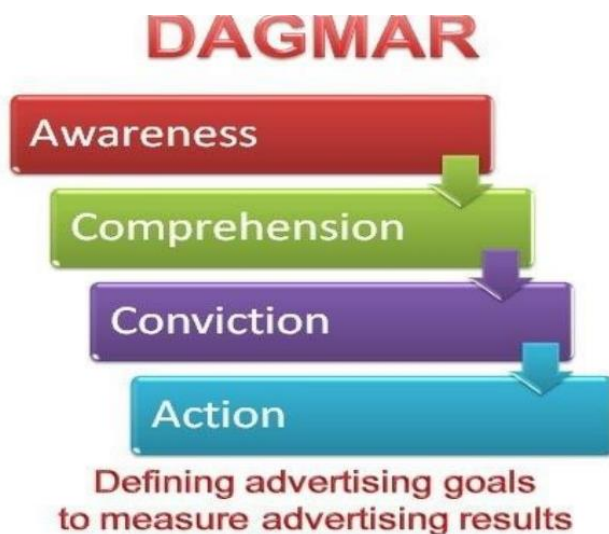
Q2.a

Inform , Persuade, Remind

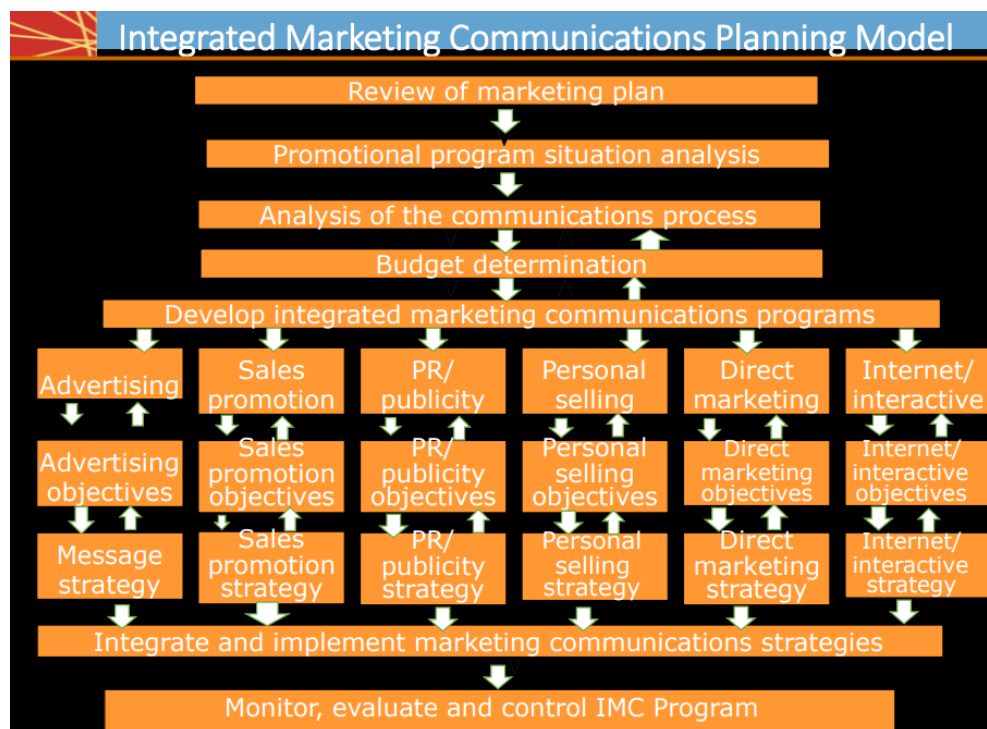
<u>Inform</u>	<u>Persuade</u>	<u>Remind</u>
<ul style="list-style-type: none">• <i>To provide information used especially with new or complex product .</i>• <i>Print media is superior than TV for this type of product</i>	<ul style="list-style-type: none">• <i>To persuade customers to buy a specific brand.</i>• <i>Stress the distinctive feature of a brand.</i>	<ul style="list-style-type: none">• <i>To remind customers about a product they might otherwise overlook</i>• <i>Advertising a mature product</i>

2b. DAGMAR Approach

Russell Colley (1961) developed a model for setting advertising objectives and measuring the results. Term DAGMAR is an acronym for Defining Advertising Goals for Measured Advertising Results. According to DAGMAR, a sale must carry a potential customer through four stages of understanding: from unawareness to Awareness—the consumer must first be aware of a brand or company Comprehension—he or she must have a comprehension of what the product is and its benefits; Conviction—he or she must arrive at the mental disposition or conviction to buys the brand; Action—finally, he or she actually buy that product.



2c. Steps involved in IMC programme



- Define goals: Set clear objectives for your campaign, such as increasing brand awareness or sales
- Identify your audience: Research your target audience to understand them
- Select channels: Choose marketing channels that align with your goals and audience, such as social media, email, or events
- Create a message: Develop a consistent message across all channels
- Plan your schedule: Create a calendar that shows when and how often you'll communicate your message through each channel
- Allocate budget: Determine how much money you'll spend on each channel and the campaign overall
- Monitor and measure: Regularly assess your campaign's effectiveness using key performance indicators (KPIs) like website traffic, engagement, and conversion rate
- Adjust and optimize: Based on your measurements, make adjustments to improve your campaign

3.a. Media Planning

Media planning is the process of selecting the best media platforms to promote a product or brand. It's a key step in any ad campaign, and involves analyzing audiences, channels, and advertisements to determine the most effective way to communicate a message. The goal is to reach potential customers with the right message at the right time.

3b. Publicity VS PR

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 focus on building credibility, trust, and positive relationships through authentic and strategic communication.

3c. Various services offered by AD agencies

Advertising agencies offer a variety of services, including:

- Traditional and digital advertising

Advertising agencies plan, create, and execute advertising campaigns for clients in both traditional and digital formats.

- Full-service advertising

Full-service agencies offer a range of services, from planning to production and marketing analysis. They can advertise in many media formats, including print, digital, audio, and video.

- Content marketing

Content marketing involves providing information and solutions to potential customers that they find useful. This strategy can help build a loyal following and encourage visitors to return.

- Public relations

Public relations agencies can help businesses maintain a positive public image. They have expertise in media relations, crisis management, and brand messaging.

- Search engine optimization (SEO)

SEO services help businesses improve their search engine rankings and attract organic traffic. This involves optimizing website content, conducting keyword research, and implementing SEO strategies.

4a. Surrogate advertising

Surrogate advertising is a marketing technique that companies use to promote products that are restricted or banned from direct advertising. The goal is to create brand awareness and visibility without directly violating advertising laws.

4b. Internet advertising

Advantages of Internet Advertising

- Target marketing: A real plus point of the Web is the capability to target certain specific gatherings of people with minimal wastage of effort. For those in the business-to-business market, the Internet looks like a blending of trade magazine and trade show, as just those most intrigued by the items and/or services a webpage brings to the table will visit the website (others have next to zero motivation to do so). In the consumer market, through personalization and other targeting procedures, sites are getting to be more custom-made to take care of one's needs.
- Message customizing: As a consequence of exact targeting, messages can be intended to speak to the particular needs of the intended interest group. The intelligent interactive abilities

of the Net make it conceivable to bear on coordinated promoting with more and more success in both the industrial and the consumer markets.

- **Interactive capabilities:** The Internet as we know is an interactive medium, therefore it gives solid potential to expanding client inclusion and fulfillment and very prompt feedback for purchasers and sellers. A recent study showed that around half of Internet clients multitask. As multitasking expands, the intelligent capacities of the Internet will make this medium significantly more alluring.
- **Data access:** Maybe the best playing point of the Internet is its accessibility as a data source. Web clients can discover a plenty of data about practically any point of their picking simply by directing a pursuit through one of the internet searchers. When they have gone to a specific site, clients can earn an abundance of data with respect to item details, expenses, buy data, etc. Links will administer them to much more data on the chance that it is wanted.
- **Sales potential:** We are all aware of the mind-boggling numbers involved in the deals happening in both the business-to-business and the consumer segments. Predictions are for explosive growth in the future.
- **Exposure:** A lot of small companies with not very big budgets depend on the World Wide Web for increased exposure to potential clients that until now would have been unthinkable. For a small percentage of the money that would have been spent utilizing customary media, organizations can pick up national and even worldwide exposure in a convenient way.
- **Speed:** For those asking for data on an organization, its items, and/or its service offerings, the Internet is the speediest method for getting this data.
- **Supplement to IMC:** The Net both supplements and is supplemented by other IMC media. Thus, it serves as an indispensable connection in the integrative process.

Disadvantages of the Internet Advertising

- **Estimation issues:** One of the most prominent negative points of the Internet is the absence of dependability of the research numbers created. A quick audit of forecasts, surfers' profiles, and different details offered via research suppliers will exhibit a lot of change prompting a genuine absence of legitimacy and wavering quality. One of the business' biggest and most referred to trade guides has composed a confession of a vigorously referred to Internet think-tank, alluding to the numbers it gives as "scary." Others have focused on concerns over the way that most webpage's figures are not inspected, which may prompt wild fibbing with respect to the numbers reported. Because of trouble included in both measuring and gauging in this medium, it is important to move ahead with alertness when utilizing these numbers.
- **Internet speed:** Every now and again, downloading data from the Net takes quite a while. At the point when there are a large number of users, the time increases and a few sites may be out of reach because of an excess of guests. For some clients who expect speed, this is a real hindrance. Broadband is serving to solve this issue.
- **Clutter:** As the quantity of promotions multiplies, the probability of one promotions being recognized drops appropriately. The result is that a few promotions may not get perceived at all, and a few shoppers may be irritated by the clutter. A few studies as of now demonstrate that banner ads are becoming less effective for this reason.

- **Potential for deception:** The Center for Media Education has alluded to the Web as “a web of deceit” with respect to endeavors of publicists to target youngsters with inconspicuous promoting messages. The Center, among others, has asked the government to manage the Internet. What’s more, information accumulation without purchasers’ knowledge and authorization, crackers, and credit card theft are various issues facing the Internet.
- **Limited production quality:** Despite the fact that it is improving, net promoting does not offer the capacities of numerous aggressive media from a production point of view. While the approach of cutting edge innovations and rich media is narrowing the gap, the Net still lingers behind some conventional media around there.
- **Poor scope:** While the Internet numbers are developing by a wide margin, its span is still a long way behind that of TV. Thus, as examined earlier, Internet organizations have turned to customary media to attain reach and awareness objectives. Also, data demonstrates that just a little percentage of sites on the Internet are caught via web search tools and that the main 50 sites account for bulk of the sites visited.
- **Irritation:** Various studies have given an account of the irritating parts of some Web strategies. These studies have demonstrated shoppers’ discontent with clutter, email SPAM, and pop-ups and pop-unders. These irritating angles will discourage people from accessing the websites.

4c. Methods to evaluate effectiveness of advertising

1. Pre-test and Post Test:

Pre-test implies testing advertising message before it is sent to specific media. Post test implies testing impact of advertising message after it is published in any of the media.

2. Communication and Sales Effect Test:

Communication test measures communicability (ability to communicate) of the message. Whereas sales-effect test measures advertising impact on sales volume.

3. Laboratory and Field Test:

Clearly, a laboratory test is conducted in a controlled environment in a limited scale. Respondents are invited in a laboratory to state their response. Quite opposite, a field test is conducted in original setting, artificial climate is not created. It is similar as conducting survey to measure what customers think about company’s advertisement.

4. Experimental and Survey Test:

Experimental test involves testing advertising effect by conducting test by manipulating independent variable (i.e., advertising efforts) and measuring the effect of the manipulation on other dependent variables like sales, profits, consumer satisfaction, etc. Experimental test may be laboratory or field test. Survey test involved knowing consumers’ view’s through a survey method.

5. Message and Media Effect Test:

While message test involves measuring clarity, contents, believability, action ability, etc., of the message, the media test measures effectiveness/ suitability of one or more media.

Q5 a. Cooperative advertising

Cooperative advertising, also known as co-op advertising, is a marketing strategy where two or more businesses share the costs of an advertising campaign. The goal is to create a mutually beneficial promotion that can be cost-effective for all parties involved.

5b. Corporate advertising

Corporate advertising is a company's strategy to promote its brand, values, and identity, and to improve its overall reputation. The goal is to build a positive connection with the company and to build trust and loyalty among consumers, investors, and other important groups.

Corporate advertising can include:

- **Messages about a company's achievements**

Corporate ads can highlight a company's efforts in sustainability, innovation, or community work.

- **Crisis management**

Corporate ads can help mitigate damage and rebuild trust with stakeholders in times of crisis or bad publicity.

- **Brand identity**

Corporate advertising agencies can help businesses develop a strong brand identity that aligns with their values, vision, and target audience.

5c. While the objectives of advertising are clear there are challenges that businesses face when venturing into global advertising.

1. Cultural and Linguistic Diversity: One significant challenge in advertising is navigation of the diversity of cultures and languages, across countries. What may work well in one culture, may not be received positively in another. Avoiding insensitivity and overcoming language barriers are considerations.

2. Regulatory Compliance: Regulatory compliance is an aspect of advertising as different countries have their set of regulations and advertising standards. Advertisers need to make sure that their campaigns adhere to the laws and regulations, of each country particularly when it comes to product claims, endorsements, and advertisements targeting children.

3. Market Research and Understanding: Thoroughly researching the market is vital to grasp the requirements, preferences, and behaviours of consumers in each target market. Insufficient research can result in campaigns and wasted resources.

4. Media Infrastructure: It is important to recognise that not all countries have the media landscape and infrastructure. Some markets might have limited access to advertising channels while others heavily rely on platforms. Advertisers need to adapt suitable strategies.

5. Budget Constraints: Running advertising campaigns can be costly for small and medium sized businesses. Finding a balance between establishing a presence and working within limitations is an ongoing challenge.

6. Message Consistency: Maintaining consistency in brand messaging across markets while also tailoring messages to audiences can be a delicate task. Striking the balance between maintaining a global brand identity and ensuring relevance is crucial.

7. Competition and Market Saturation: Entering a market often means encountering competition. Advertisers must discover ways to differentiate themselves and stand out amidst marketplaces.

8. Logistics and Supply Chain Management: When advertising internationally businesses must ensure they can meet the demand generated by campaigns. Issues, with supply chain management can lead to orders and disappointed customers.

9. Political and Economic Instability: Political shifts, fluctuations in the economy, and/or unexpected occurrences such as disasters, have the potential to disrupt advertising campaigns. Advertisers need to be flexible and resilient when faced with these challenges.

10. Brand Image and Reputation Risks: There are risks associated with brand image and reputation when it comes to advertising. Making mistakes in this realm can have consequences that impact how a brand is perceived. Negative publicity can hinder a company's ambitions.

6a. Direct Marketing

- Definition

Direct marketing is a way for businesses to promote their products or services to a target audience without using mainstream media. It's a form of below-the-line marketing that uses direct channels like email, text messages, or direct mail.

- Goal

The goal of direct marketing is to get the audience to take a specific action, such as making a purchase, signing up, or requesting more information.

6b. Print Media VS Broadcast Media

Broadcast media and print media differ in terms of delivery methods. Print media is limited to visual communication including newspapers, magazines, and billboards. Broadcast media used audio and audiovisual communications including television, radio, and the internet.

6c. Advertising budgeting approaches

- Percentage of sales

A company's advertising budget is a percentage of its projected revenues. This method is simple to implement and is often used by small businesses. Business-to-business companies typically spend 2–5% of their revenue on advertising, while business-to-consumer companies typically spend 5–10%.

- Competitive parity

A company uses its competitors' advertising spending as a benchmark for its own. However, spending the same amount as a competitor doesn't guarantee the same outcome.

- Objective and task

A method that's often used by large corporations and correlates advertising spending with overall marketing objectives. Other approaches to advertising budgets include: Market share method, Unit sales method, All available funds method, and Affordable method.

Q7 a. B2B communication

Business-to-business (B2B) communication is the way businesses interact with other businesses and organizations. It can include strategies and methods for sharing information, building relationships, and growing the business.

7b. Advertising ethics

Ethics in advertising refer to the moral principles and standards that govern the conduct of advertisers and their communication with consumers. It involves ensuring that advertising messages are truthful, respectful, fair, and responsible, with a focus on protecting consumers' interests and promoting societal well-being.

The Importance of Ethics in Advertising

Ethics in advertising hold immense significance for several reasons. Firstly, it fosters trust between advertisers and consumers. When advertisements are perceived as truthful, transparent, and respectful, consumers are more likely to develop positive attitudes towards brands and make informed purchasing decisions.

Secondly, ethical advertising contributes to the overall reputation of a company or industry. Advertisers who prioritize ethical practices not only attract loyal customers but also gain credibility and goodwill from the public. In contrast, unethical advertising can damage a brand's image and lead to long-term negative consequences.

7c. Issues in industrial selling

Industrial selling is a complex process that can involve many challenges, including:

- **Long sales cycles**

Industrial sales often involve high-value products or services that require multiple stakeholders to approve.

- **Lack of demand forecasting**

Without accurate demand forecasting, businesses may not be able to meet customer commitments, which can lead to customer dissatisfaction and lower revenue.

- **Reaching the right audience**

Industrial products are used in many different end markets, making it difficult to reach the right decision-makers.

- **Generating quality leads**

It can be hard to generate high-quality leads when most leads come from referrals or trade shows.

- **Limited time and small marketing teams**

Industrial companies may have limited marketing resources and small teams, making it difficult to execute comprehensive marketing strategies.

- **Setting expectations**

Overpromising and under-delivering can be especially damaging in industries like industrial.

- **Supply chain issues**

Many industries are facing challenges with raw materials shortages, price inflation, supply chain delays, and logistic disruptions.

Q8. Case study

Students are expected to solve the case with the understanding of the concept of direct marketing.