



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Integrated Marketing Communication

Program: BBA Auto Marketing

Course Code: MKTG3008P

Semester: VI

Time : 03 hrs.

Max. Marks: 100

**SECTION A
(20 Marks)**

Note: Attempt All the Questions

Q. No.	Question	Marks	CO
1	<p>This form of marketing communications tool was once formally referred to as a 'non-personal form of communication, where a clearly identifiable sponsor pays for a message to be transmitted through media. This is referred to as:</p> <p>a. Advertising b. Personal selling c. Public relations d. Publicity</p>	2	CO1
2	<p>Packaging and point of purchase display are categorised within what media?</p> <p>a. Digital b. In-store c. Broadcast d. Outdoor</p>	2	CO1

3	<p>The use of entertainment material delivered through paid or owned media and which features a single company or brand is referred to as:</p> <ul style="list-style-type: none"> a. Sponsorships b. Exhibitions c. Advertisement d. Branded content 	2	CO1
4	<p>This is the planned and deliberate use of brands within films, television and other entertainment vehicles with a view to developing awareness and brand values.</p> <ul style="list-style-type: none"> a. Product placement b. Film branding c. Product films d. Film value 	2	CO1
5	<p>These are events when groups of sellers meet collectively with the key purpose of attracting buyers:</p> <ul style="list-style-type: none"> a. Exhibitions b. Sales promotions c. Mass media advertising d. Press conference 	2	CO1

6	<p>This is a marketing communications activity concerned with providing support for the sales force and merchandising personnel:</p> <ul style="list-style-type: none"> a. Store marketing b. Field marketing c. Sales Promotions d. Personal Selling 	2	CO1
7	<p>For a long time, commercial media have been used to convey messages designed to develop consumers' attitudes and feelings towards brands. This is referred to as:</p> <ul style="list-style-type: none"> a. Direct response b. Behavioural response c. Attitudinal response d. Call-to-action response 	2	CO1
8	<p>This is the unpaid peer-to-peer communication of often provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to others:</p> <ul style="list-style-type: none"> a. Viral marketing b. Word-of-mouth marketing c. Direct-response advertising d. Peer-to-peer marketing 	2	CO1
9	A means of orchestrating the tools of the marketing communications mix,	2	CO1

	<p>so that audiences perceive a single, consistent, unified message whenever they have contact with a brand, is referred to as:</p> <p>a. Personal Selling</p> <p>b. Direct Marketing</p> <p>c. Integrated Marketing Communications</p> <p>d. Customer Service</p>		
10	<p>Marketing communications must do all of the following EXCEPT:</p> <p>a. Identify the target audience</p> <p>b. Deliver products to the customer</p> <p>c. Determine the communication objectives</p> <p>d. Collect feedback</p>	2	CO1
<p>SECTION B (20 Marks)</p> <p>Short Notes Attempt All the Questions</p>			
11	Support Media	5	CO2
12	Direct Marketing	5	CO2
13	International Advertising	5	CO2
14	AIDA	5	CO2
<p>SECTION-C</p>			

(30 Marks)

Note: Attempt All the Questions

15	The growth of Facebook has had a major impact on the way advertisers attempt to reach their customers. Discuss how Facebook has changed the media environment, citing examples.	10	CO3
16	Describe the basic philosophy underlying integrated marketing communication (IMC), and discuss reasons why firms have not practiced IMC all along and why there is a reluctance to change.	10	CO3
17	Discuss how a company introducing an innovative new product might use the innovation adoption model in planning its integrated marketing communications program. <p style="text-align: center;">OR</p> Assume that you are the marketing communications manager for a brand of paper towels. Discuss how the low involvement hierarchy could be of value in developing an advertising and promotion strategy for this brand.	10	CO3

SECTION-D
30 Marks

Analyze the case

18	RiteBite Max Protein Snacks Brief: “Whenever we think of a snack, the Indian consumer thinks of something salty, spicy alike. So, you typically end up eating a samosa or something. Then comes packaged food like the namkeen and then there are chips or nachos or banana chips. But these things have very unhealthy fat. But we wondered what we could do to combine the goodness of healthy ingredients and the Indian snack market and get something that we are all used to eating. That’s where Max Protein snacks came in,” Vijay Uttarwar, Founder and CEO, Naturell India. Max Protein snacks are essentially made of 7 healthy grains - Oats, Wheat, Soy, Ragi, Gram, Corn, and Rice. They are neither fried nor baked. The chips are extruded or hot-air puffed, which is a procedure we use for making popcorn. Ravinder Varma, Brand Manager, Naturell India confirmed that though a bit of oil is used in this process, it is healthier oil than is rice bran oil, and what makes it even healthier is the fact that the oil is not heated. It is available in three flavors – Spanish Tomato, Cheese & Jalapeno, and Minty Chaat, which are the red, blue, and green of Max Protein. Each variant is available in a 45 gm pack, which is priced at Rs. 40 and a 120 gm can be priced at Rs. 120. Naturell India says that where these chips stand out is that they are typically healthy. The 45 gm of chips pack contains 10 gm of protein, which is three times higher than other chips,	30	CO4
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nachos, digestive biscuits, or sandwiches. It also contains 65 percent less fat than fried chips. Added to that, the fiber content of these chips is also higher than other chips or nachos. While Naturell India has placed these chips across retail stores, they are also aggressively tying up with fitness and wellness centers to sell them. This indicates that the snack maker is looking at targeting the general consumer as well as making it to the niche category too. It is attempting to break barriers between the health food and general food category. “We have tie-ups with gymnasiums and wellness centers from time to time. We do have tie-ups with some centers of Talwalkars and also some dieticians who recommend these chips,” Varma said.

Based on the above, plan a 3 months campaign (Budget is Rs. 20 Crore) with ALL the IMC elements for the brand launch of the main event on August 30, 2020. Assume media rates. Include, Target Market, Positioning, Objectives, Media (Use Television, Print, Radio, Digital, Outdoor), PR, DM, etc to substantiate your campaign. Also, outline the desired results to be achieved.