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Set - 1 - Final solution

Integrated Market Communications – SYBMS – Sem IV – CBSGC –

75:25 Pattern

**Program Code: 2M00154/ S.Y.B.Com.(BMS)SEM IV(CHOICE
BASED)**

**Paper Code: 78514 / Group B:Marketing :Integrated Marketing
ommunication**

Answer Key IMC

(8 marks)

Q1A: Choose the correct answer.

- 1: Communicate.
- 2: SWOT
- 3: Internet
- 4: Samples.
- 5: B2B
- 6: Retail
- 7: Positive
- 8: Memory
- 9: Psychology
- 10: Standard.

(7 marks)

Q1B: Match the following:

- 1: Attention.
- 2: Advertising goals.
- 3: Editorial.
- 4: Promotion.
- 5: Arousing Interest.

- 6: Non-profit event.
- 7: Society benefit.
- 8: Applied science.
- 9: Eye tracking.
- 10: Number of clicks.

[1- H, 2 - i, 3 - j, 4 - f, 5 - e, 6 - c, 7 - a, 8 - b, 9 - d, 10 - g)

Q2A: Define IMC. Explain in brief features and evolution of IMC?

Answer 2A:

Features:

1. Involves creating awareness.

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2. Various promotional tools.
3. Sub-variables of marketing mix.
4. Art and Science.
5. Multiple device variable.
6. Informal communications.

Evolution of IMC:

1. Traditional form of business.
2. Move towards customer satisfaction.
3. Change in approach.
4. Consolidation of all functions of marketing.

Q2B: Explain in brief reasons for growth and the importance of IMC?

Answer 2B:

Reasons:

1. Rapid growth and development of database marketing.
2. Traditional marketing is expensive.
3. Less response to traditional marketing.
4. Ease of adapting to change.
5. Coordination of marketing efforts.
6. Growth of internet.
7. Positive word of mouth publicity.

OR

Q2C: Define advertising. Explain in brief features of advertising.

Answer 2C:

1. Paid form.
2. Non – personal.
3. Presentation.
4. Promotion.
5. Ideas, goods or services.
6. Identified sponsor.
7. With consent.
8. Wide reach.

Q2D: Distinguish between push strategy and pull strategy?

Answer 2D:

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PUSH STRATEGY	PULL STRATEGY.
1. Manufacturer ensures that there is adequate information given about the product.	1. The manufacturer creates interest in the minds of customers.
2. Efforts are made to ensure that the customers are incentivized to buy the product.	2: Incentives such as discount, gift vouchers, early bird offers are given to ensure that the customer buy the product.
3. Products are made available in abundance.	3: Customers enquire about the product as their first choice.
4. Advertising is the most common tool.	4: The consumers having bought the product defer the next purchase.
5. Focusses on mass appeal.	5: Individual consumers are attracted.
6. The needs and requirements of the customers are protected.	6: There is a match between the product offered and the customer requirement.
7. The dealer network is empowered to encourage sales as their interest is also protected.	7: The interest of the organization and all stakeholders is looked after.

Q3A: Explain in brief various types of sales promotion activities for distributors and consumers?

Answer 3A:

For distributors:

1. Product promotion.
2. Timely and adequate compensation.
3. Incentives to boost sales.
4. Combo offers.
5. Attractive window display.
6. Dealer recognition.
7. Cooperative advertising.
8. Exhibitions and trade fairs.

For consumers:

1. Value discounts.
2. Volume discounts.
3. Free trial packs.
4. Coupons.
5. Early bird.
6. Gift vouchers.

Q3A: List out various tools for PR?

Ans: 1) Media tour

2) Newsletters

3) Events

4) Speaking engagements.

5) Employee interactions

6) CSR

7) Blogging

8) Social media marketing

9) Press kits

10) Audio Release.

Q3B: Define sales promotion. Explain in detail role of sales promotion and reasons for the growth of sales promotion?

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Answer 3B:

Sales promotion is a tool used by the manufacturer to reach out to the distributor or the end user such that the objective of the organization of increasing sales is met effectively.

Role:

- 1.To arouse interest and desire for a product.
- 2.Marketing activity would be incomplete without it.
- 3.It supplements the marketing activity and cannot be done in isolation.
- 4.The timing and extent would be decided according to the reach.
- 5.It is intended to increase the consumption.
- 6.It helps project's flexible pricing.
- 7.The manufacturer usually offers complementary products as it encourages impulse purchase.

Reasons:

- 1.Increase in product awareness.
- 2.Customer repeats the purchase.
- 3.It helps to ward away competition.
- 4.Create presence in market
- 5.To stay as a preferred brand.
- 6.Intend to increase the market share.

OR

Q3C: Explain in brief objectives of direct marketing?

Answer 3C:

- 1.Reach out to the intended audience.
- 2.Obtain feedback.
- 3.Work with the target group.
- 4.Manage time and human resources.
- 5.Work at the pace of the customer.
- 6.Attend to customer queries.

Q3D: Explain in detail steps in the sales promotion process?

Answer 3D:

- 1.Prospecting.
- 2.Pre-Approach.
- 3.Approach.
- 4.Presentation.
- 5.Meeting of objectives.

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6. Closing of sales.

Q4A: Explain advertising tracking research?

Answer 4A:

- 1.Brand awareness.
- 2.Advertising message recall.
- 3.Brand image.
- 4.Promotion recall and usage.
- 5.Market segmentation and lifestyle of the consumers.
- 6.Online evaluation.

Q4B: Describe in brief behavioral response?

Answer 4B:

- 1.Sales and response rate.
- 2.POPAI.
- 3.The toll free number.
- 4.Facebook like
- 5.Response cards.
- 6.Redemption rate.

OR

Q4C: Define Internet. Explain in brief advertising on the internet?

Answer 4C:

Internet is the tool used to promote products and services.

Advertising on the internet:

- 1.Most preferred platform among the youth.
- 2.To generate sales and better profitability.
- 3.The market also widens as the product are now taken across larger and different markets.
- 4.The likes posted on Facebook also create favorable trends.
- 5.It ensures information search.
- 6.Pay per click or pay per hit is the two modules used to calculate revenue for advertising on sites.
- 7.World Wide Web (WWW) is used to increase awareness.

Q4D: Explain in brief evaluation process of IMC:

Answer 4D:

- 1.Role of the objectives in measuring the success.

2. Analyze the strategic campaigns.
3. Analyze the message effectiveness or copy testing.
4. Analyze the effectiveness of the ad campaign.
5. Analyze the performance of the various IMC tools.
6. Analyze the measurement of ROI.
7. Analyze the behavioral pattern of the consumer or testing the emotional reaction of the consumers.
8. Analyze Cognitive Neuro Science.
9. Advertising tracking research.
10. Online evaluation.

Q5A: Write a short note on any three:

a. DAGMAR:

In 1961, Russell Colley prepared a report for the Association of National Advertising called Defining Advertising Goals for Measuring Advertising Results (DAGMAR). It is a model that communicates effects is the logical benefits for advertising goals and objectives against which success and failure should be measured.

b. Surrogate advertising:

The organization does not advertise its products directly but does so indistinctly. Eg: Kingfisher water.

c. Crisis management:

No one can predict when a crisis will occur. However, one can take the necessary steps to ensure that one is well prepared for when such an event will take place. Two crisis management plans – one for natural disaster and one for image damaging disaster.

d. Cause sponsorship:

This is an extension of sponsorship whereby the organization puts in the efforts to relate to particular cause which would benefit the society at large. Eg: Charity shows by celebrities.

e. Offensive Brand Messages:

These brand messages are offensive in nature as the customer tends to use their perceptions to decide on the content of the message. And it includes implicit & explicit message.

Implicit message can be implied or understood though not directly expressed.

And in case of explicit messages it is fully and clearly expressed, demonstrated leaving nothing merely implied.

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OR

Q5B: a) Explain in brief public relations and sales promotion through internet banner?

- Ans
1. Develop a one-on-one interaction.
 2. Reach out to the target market.
 3. Better connect with the organization.
 4. Making the sites interactive.
 5. Be precise and direct.
 6. Make the consumers feel special.

Q5B: b) Explain in detail approaches used by the organization for test marketing?

- Ans
1. Standard test market.
 2. Controlled test market.
 3. Simulated test market