

(2 Hours)

[Total Marks: 60]

N. B: 1. All Question are compulsory

**Q.1. CASE STUDY:**

Parle Agro intends to roll out the new promotional campaign of its recently announced fizzy mango drink, Frooti Fizz. The brand insight is that consumers want healthier alternatives, but still love something that's got fizz. It makes them feel more refreshed and has more adult appeal. Mango still contributes more than 95 per cent of the overall category volume and even though there are new flavours, the largest chunk of volume is mango based. Market has not really seen any innovation in this category. It will have a rub off effect on Frooti as it brings in new energy to the brand. Frooti Fizz and Frooti are priced the same (Rs 30 for a 500 ml).

**Answer the following:**

1. With the help of Inverted Pyramid of Communications effects explain communication objectives for the campaign 6
2. Support your advertising strategy with any THREE IMC tools. Write six initiatives (two line each) for each of the IMC Tools (other than advertisement) 9

Q.2. Answer any TWO of the following: 15

- a. Explain Alternative Response Hierarchy Models
  - b. Write short note on Mean End chain theory
- OR**
- a. Explain the Communication process & its elements
  - b. Explain the concept of Media planning in relation to IMC

Q.3. Answer any TWO of the following: 15

- a. Mention various advantages and disadvantages of Radio advertising
  - b. Differentiate between Advertising and Direct marketing
- OR**
- a. Write a short note on Bill boards and Sky advertising.
  - b. Explain the various types of sales promotion.

Q.4. Answer any TWO of the following: 15

- a. Explain the role of promotions opportunity analysis
  - b. Mention the customer and company benefits of a positive corporate image.
- OR**
- a. Explain the Consumer purchasing process
  - b. Explain the concept of Brand Loyalty