

Please check whether you have got the right question paper.

All questions are compulsory.

Figures to right indicate maximum marks.

Q1. Answer in brief (Any 2 out of 3) (15 marks)

- a) Explain the steps for planning communication mix.
- b) What is Direct Marketing and Personal Selling? Explain with advantages and disadvantages.
- c) Explain the different tools of Retail Communication Mix.

Q2. Answer in brief (Any 2 out of 3) (15 marks)

- a) What is Advertising? Explain its features.
- b) Explain the Steps in Designing Advertising Campaign.
- c) Explain the different types of advertising.

Q3. Answer in brief (Any 2 out of 3) (15 marks)

- a) What is Sales Promotion? Explain its advantages and disadvantages.
- b) What do you mean by Publicity and explain its objectives
- c) Explain in detail the advantages and disadvantages of Personal Selling.

Q4. Answer in brief (Any 2 out of 3) (15 marks)

- a) Explain in detail the different types of in store communication.
- b) What is In store communication and how do you manage it.
- c) Explain the advantages and the disadvantages of in store communication.

Q5. Case Study.

(15 marks)

Starbucks – Competition to CCD

CCD is a chain of coffee shop in India. It opened its first café in 1996 on Brigade Road in Bengaluru. Today, it has the largest café retail chain in India with 40 cafes in 72 cities. Its headquarters are in Bengaluru. The café chain has been quite successful because of the culture that swept across metropolitan India following the BPO boom and the increase spending power of the youth segment. The chain attracts a lot of students and young working people. It has even tied up with World Space and Microsense to provide satellite radio and Wi-Fi in its cafes. Its first Wi-Fi café was opened in Bengaluru. Café Coffee Day sources its coffee from 5,000 acres of coffee estates. It is a leading coffee exporter. Its different divisions include: Coffee Day Fresh Ground, Coffee Day Express, Coffee Day Exports, Coffee Day Takeaways, and Coffee Day Perfect Division. The company is looking at all the aspect of coffee, right from the estates to the cup of coffee that they serve. They are getting into new areas and have got into coffee vending very seriously. They are looking at Coffee Day Takeaway and Coffee Day Kiosk division very seriously. But with the entry of Starbucks into India, Café Coffee Day is suddenly faced with tough competition, beside the competition that is already there in the market (Barista and Café Mocha).

Questions: (Answer any 2 out of 3)

- a) Since the target audience of this chain is the youngsters, which tools of promotion would be more effective and why?
- b) With the coming of Starbucks to India, CCD would be facing strong competition. What promotional strategies can help the company sustain the competition?
- c) Plan the Steps in Designing Advertising Campaign.
