



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306  
**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)**  
**END TERM EXAMINATION (TERM -IV)**

Subject Name: **Integrated Marketing Communications**

Time: **02.30 hrs**

Sub. Code: **PGM-01**

Max Marks: **60**

**Note:**

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2×5 = 10 Marks**

**Q. 1 (A):** Some advertising creative argue that the distinction between rational and emotional advertising is irrelevant since nearly all advertising includes aspects of both. Evaluate this argument.

**Q. 1 (B):** What is surrogate advertising? Why is this kind of advertising resorted to? Explain with suitable example.

**Q. 1 (C):** What is meant by mere exposure effect? Discuss how banner ads that appear on various websites might take that vantage of mere exposure effect.

**Q. 1 (D):** Discuss the role of integrated marketing communications in the marketing program of automobile manufacturers such as Volkswagen. How can Volkswagen use the various IMC tools to achieve its objectives of building its brand image and increasing sales in Indian market?

**Q. 1 (E):** “Reach and Frequency of any media are major consideration in Media buying decision.”  
Comment. **(CO 1.)**

**SECTION - B**

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

**10 x 3 = 30 Marks**

**Q. 2: (A).** As the internet continues to grow in popularity some marketers predict that print catalogue will cease to exist, replaced by Internet catalogue. Others disagree. Explain the reasons why this situation may or may not occur.

**Or**

**Q. 2: (B).** The food and beverage industry is coming under attack over the advertising of fast foods, snacks products and soft drinks. Do you think marketers of these products are responsible for the increase in obesity particularly among young people? How should the industry respond to this criticism and efforts to limit their advertising and sales promotion programs? **(CO 2.)**

**Q. 3: (A).** There has been a great deal of attention paid to environmental issues resulting in a number of companies embarking on green campaigns. Discussed some of the reasons why companies are developing such campaigns do you think these campaigns will change consumers attitude towards the environment and/or these companies

**Or**

**Q. 3: (B).** Media buying, once a mundane function, has suddenly acquired center stage in the ad business. Critically analyze the various reasons. **(CO 3.)**

**Q. 4: (A).** Evaluate the effectiveness of coupons as a sales promotion tool. How would you respond to critics who argue that they are inefficient since less than 2% of coupons are redeemed?

**Or**

**Q. 4: (B).** Why are companies such as Procter and Gamble moving away from the use of traditional mass media marketing and looking for other contact points that can be used to connect with customers? How can various IMC tools be used by companies such as B and J to build and maintain relationship with their customers? **(CO 1.)**

### **SECTION - C**

Read the case and answer the questions

**10×02 = 20 Marks**

**Q. 5: Case Study:**

#### **“Nykaa is all about creating demand for beauty product”**

There were a lot of naysayers, but we managed to replicate the physical buying experience in the e-commerce market, says Falguni Nayar, founder & CEO, Nykaa.

FSN E-Commerce Ventures Ltd., the parent of beauty marketplace Nykaa, recorded a bumper market debut on the Indian exchanges on Wednesday, as shares of the company listed at 79.37% premium over its issue price. For Nykaa, the listing has been a journey of many firsts -- from being the first beauty marketplace brand and the only profitable unicorn listing on the Indian exchanges this year, to making its founder and chief executive officer (CEO) Falguni Nayar, India's richest self-made billionaire.

At Nykaa, we always believed that we would be able to convince the user to buy beauty products. Nykaa is not about offline or online but about creating demand (for beauty products) among Indians, and that is truly what we have created.

We are a multi-brand retailer and are building our 'house of brands' strategy simultaneously. We have private labels in both fashion and beauty, and there's scope for more across newer categories of home etc. We will not create brands for topline addition but rather where we feel there is a need. We will keep getting entrepreneurs to our ecosystem as well through acquisition. We call it 'intrapreneurship' which means getting external entrepreneurs to Nykaa.

During COVID-19, most businesses were wrecked. But, all the beauty shoppers had an option, and that was Nykaa. Nykaa keeps on delivering products with discounts and offers and. Nykaa generated revenue of \$247 million in March 2020, and it expects to report a 40% rise in its revenue for the year ending March 2021 thanks to its marketing efforts during the pandemic.

Another milestone that Nykaa is prepping itself for is an IPO this year, which's expected to value around \$3 billion.

Nykaa is shining and flourishing in the beauty industry with its strong marketing strategy.

The backbone of the marketing strategy of Nykaa is digital marketing. The core strategy that Nykaa adopts to pitch its customers is a Digital marketing strategy. The brand is not just focusing its marketing efforts in tier 1 cities but is also pitching the customers of tier 2, tier 3, and tier 4 cities.

#### **Questions:**

**Q. 5: (A).** How has online media helped customers to engage with Nykaa? (CO4)

**Q. 5: (B).** Critically analyse IMC approach adopted by Nykaa for not only persuading customers but delivering a great experience even before the customer purchase it. (CO5)

#### **Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	<b>CO1</b>	<b>10 marks</b>
Q. 2:	<b>CO2</b>	<b>10 marks</b>
Q. 3:	<b>CO3</b>	<b>10 marks</b>
Q. 4:	<b>CO1</b>	<b>10 marks</b>
Q. 5: A	<b>CO4</b>	<b>10 marks</b>
Q.5: B	<b>CO5</b>	<b>10 marks</b>

**Note:** Font: Times New Roman, Font size: 12.