



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)
END TERM EXAMINATION (TERM - IV)**

Subject Name: **Advertising, Digital Marketing and Sales Promotion Mgmt**
Sub. Code: **PGM-01**

Time: **02.00 hrs**
Max Marks: **50**

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 2 Case Studies of 10 marks each, Section B carries 2 questions of 10 marks each and Section C carries 5 questions 2 marks each.**

SECTION - A

10×02 = 20 Marks

Q. 1: Case Study:

Flipkart versus Amazon: Get set for a festival of discounts

Walmart, the largest e-commerce giant acquired a controlling stake of 77% in Flipkart (India's largest e-commerce company by market share) by investing \$16 Billion. With the deal India will now have Walmart, Amazon and Paytm Mall as the key players to compete in the Indian e-commerce market. The deal will help Flipkart leverage Walmart's omni-channel retail expertise and general supply chain knowledge. Walmart aims to extend their B2B sales across India through this acquisition.

Walmart has a strong global physical presence in retail space but lacks in e-commerce. This deal can spur their online presence in Indian markets. Both Flipkart and Walmart shall maintain separate brands and operating structures.

The world's two largest retailers Walmart and Amazon are for the first time bracing for a fierce battle to take a bigger share of the Indian wallet in the upcoming festive season, which accounts for almost 40% of the total consumer spend in the country. Walmart-owned Flipkart and Amazon India, the country's two largest e-commerce marketplaces, have placed more than twice as much the volume of orders for televisions, appliances and smart phones as a year before, and year before, and have negotiated record low sourcing prices with vendors that they intend to pass-on to consumers as discount.

- “With the acquisition of 77% stake of Flipkart by Walmart the online retail battleground is heating up in India” Comment.
- What are the positive impacts of acquisition on Indian Economy?
- What elements should Flipkart take into consideration when rolling out new elements and campaigns as part of their marketing strategy?

Q.2 : Case Study:

The Pizza Puzzle

George Hansen is General Manager for the Marigold Inn in Augusta, Georgia. Sharon Coombs is Restaurant and Food Services Manager for the Inn. She reports to George. Two years ago, Sharon noticed a decline in room service business, the highest margin portion of her operation. This decline coincided with an increase in the national sales of pizza delivery and carryout firms as well as an increase in the number of empty pizza boxes from these firms being left in guest rooms in the Inn. Her immediate response was to install a pizza oven in the kitchen and offer room service pizza to guests. The effort met with modest success, though it

was well below her expectations. Questionnaires completed by departing guests revealed a problem of product quality.

Focusing on this problem, Sharon improved the Inn's pizza until blind taste tests judged it at least equal in quality to the products of the two major pizza delivery competitors in Augusta. Sales did not improve, convincing Sharon that the problem was a perceived mismatch between the hotel's image and guests' expectations of pizza makers. Guests simply did not seem to believe that the traditional steak and seafood restaurant at the Inn could make a high-quality, authentic pizza. Based on this conclusion, Sharon presented the following proposal to George:

"Sales of room service pizza are stagnant due to guests' misperception that our product is lower in quality than that of competitors. This misperception is based on the belief that until we disassociate our pizza from the Marigold Inn name. Therefore, to capture more room service pizza business, we should create a 'Napoli Pizza' image for our guest room delivery service by:

- Preparing 'Napoli Pizza' brochures for each guest room, complete with a phone number with a prefix different from that of Marigold Inn. The number will reach a special phone in room service, which will be answered, Napoli Pizza, authentic Italian pizza from old, family recipes.'
- Using special 'Napoli Pizza' boxes for delivering room service pizza to guests.
- Issuing 'Napoli Pizza' hats and jackets to room service personnel for use in pizza delivery. Room service waiters and waitresses will wear these garments to deliver pizza. They will change to their regular uniforms for other deliveries."

- a. How should George respond to this proposal?
- b. What Advertising Strategy he should adopt?

SECTION – B

10×02 = 20 Marks

Q. 3: Find out the profile both demographic and psychographic of people for the following products / Service:

- Parker Pen • Shaddi.com • Omega Watches • Adidas Shoes • Dantkanti Toothpaste
- (Refer to the advertisements on different media and are able to understand the profile that the company is looking at)*

Q. 4: "Media Planning involves a tradeoff between reach and frequency" Discuss the statement with the help of Ostrow Model.

SECTION – C

02×05 = 10 Marks

Q.5 (A): Enlist and explain different Sales Promotions techniques used by tour and travel companies to promote their national and international tours.

Q. 5 (B): In what situations of advertising these execution styles can be used a) Testimonials
b) Slice of life

Q. 5 (C): "Competitive Parity method is quite popular among firms, but it is used in conjunction with % of sales method in most of the companies". Justify this statement

Q. 5 (D): How marketers can use following apps to their advantages
a) Hootsuite b) Twitter c) Instagram

Q. 5 (E): Discuss two ads using some of the source attractiveness such as expertise, attractiveness and trustworthiness.