

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
END TERM EXAMINATION (TERM -IV)

Subject Name: **Integrated Marketing Communication**

Time: **02.00 hrs.**

Sub. Code: **PGM42**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

<p>CO1- Students will be able to understand and identify the various key elements of an integrated marketing communications program and Emerging Concepts and Issues in Marketing Communications.</p> <p>CO2- Students will be able to develop the cognitive skills to enable the application of the above knowledge to business decision making and activities.</p> <p>CO3 - Students will be able to apply an IMC approach with the help of Ethical Standard in the development of an overall advertising and promotion plan.</p> <p>CO4 - Students will be able to analyze and evaluate effectiveness of overall Promotional Tools and Media.</p> <p>CO5 - Students will be able to enhance their creativity, critical thinking, analytical ability through developing integrated marketing communication campaign.</p>

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
<p>Q. 1: (A). Explain the DAGMAR approach in Advertising.</p> <p>Q. 1: (B). What is the role of sampling, coupons, price off, contest in promotion.</p> <p>Q. 1: (C). Name two advertising metrics which are used on modern media to measure the advertising effectiveness.</p> <p>Q. 1: (D). The attempt by a company to capitalize on an event, without necessarily being an official sponsor is called _____</p> <p>Q. 1: (E). What is the primary goal of Public Relations used by the brands?</p> <p>(Entire Sec A to be assigned one CO.)</p>	CO1	L1,L2

SECTION – B

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

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
<p>Q. 2: (A). Explain the conventional methods and unconventional methods of promotion used in Coca Cola.</p> <p style="text-align: center;">Or</p> <p>Q. 2: (B). How did design thinking approach enhance the effectiveness of IMC Program for Nike?</p> <p>Q. 3: (A). Discuss the ethical issues in the advertising campaign of Airtel and the</p>	CO2	L3

<p>ASCI action against their advertisement.</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B). Why is ‘Google Search Reunion’ campaign considered as the ethical advertisements in India and also called as cinematic masterpiece?</p> <p>Q. 4: (A). In ‘Lays Smiling Face’ Campaign through a simple change in packaging, Lays was able to change this fundamental behavior in their customers. All they did was print different smiles on the cover of each pack of lays. Along with this, their ad campaign encouraged people to try on the smile they liked, thus encouraging them to purchase a different flavor. Develop the IMC campaign for Lays which can integrate traditional and modern media effectively.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). Develop IMC plan for the bank that has recently opened its branch in Tier III city. Explain the promotional mix and media mix that will be included in the plan.</p>	CO3	L3
<p><u>SECTION - C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom’s Level
<p>Q. 5: Case Study:</p> <p>Taco Bell launched a new campaign slogan, 'Live Más' (más is Spanish for 'more'), to make the brand attractive and relevant to young, and cross-cultural consumers.</p> <p>The company rolled out new products and an upscale menu to penetrate the market of health-conscious customers. It co-branded with Doritos to launch the famous DLTs (Doritos Locos Tacos).</p> <p>A huge buzz created by the integrated marketing effort made DLTs responsible for nearly a quarter of the Taco Sales. They consequently posted an 8% increase in sales.</p> <p>Taco Bell's Integrated Marketing Communication Activities included:</p> <ul style="list-style-type: none"> • A commercial based on a YouTube video of a customer who drove 900 miles to try the DLTs. A montage of Instagram posts in which customers were trying the DLTs for the first time. • Influencers were identified amongst the fans and were invited to try the DLTs which motivated them to spread the word about DLTs through their social media channels. • The company launched a 60-second Super Bown Ad on the <i>Live Mas</i> theme featuring a bunch of senior citizens sneaking out of their retirement home to party. After a long night of crazy pursuits, they finish at Taco Bell for a bite before heading back. This ad received a lot of attention on social media and drove a lot of traffic towards the brand. • A Taco Bell Mobile Ordering and Payment App was launched. • Taco Bell tested platforms such as Periscope to live stream launch of a new product to catch the attention of Generation Z. 	CO4	L4,L5

Taco Bell has also started the Taco Bell Live Mas Scholarship supports innovators, creators, and dreamers who want to make a difference in the world.

Taco Bell's Integrated Marketing Communication Channels

- Social Media
- Television
- Advertising at high profile events
- Influencer marketing.

Taco Bell combed through their social media feeds to find user-generated content that they broadcasted on their TV spots. It seamlessly integrated two channels which were until then believed to be incompatible.

Questions:

Q. 5: (A). Examine the IMC activities of Taco Bell with promotion mix components .

Q. 5: (B). Analyze the media strategies adopted by Taco Bell

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	14 Marks
CO5	7 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create