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12MBAMM417

Fourth Semester MBA Degree Examination, Dec.2015/Jan.2016
Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE questions from Q.No. 1 to Q.No. 6.
2. Question No. 7 and 8 are compulsory.

- 1
 - a. What is "Promotional Mix"? (03 Marks)
 - b. Briefly explain the various methods of advertising budget. (07 Marks)
 - c. Explain in detail the advantages and disadvantages of "Broadcast" media. (10 Marks)
- 2
 - a. What is "Push and Pull" strategy in advertising? (03 Marks)
 - b. Explain the communication process with the model. (07 Marks)
 - c. Discuss - "The Pretest and Post - test methods of measuring the effectiveness of promotional program. (10 Marks)
- 3
 - a. What do you mean by clutter? (03 Marks)
 - b. Explain the steps involved in IMC planning process. (07 Marks)
 - c. Explain in detail the advantages and disadvantages of direct marketing. (10 Marks)
- 4
 - a. Expand the term "DAGMAR". (03 Marks)
 - b. Explain the different types of advertising agencies in brief. (07 Marks)
 - c. Discuss various sales promotion vehicles, with an example. (10 Marks)
- 5
 - a. Write a short note on "Copy platform". (03 Marks)
 - b. Briefly explain the various types of Internet advertising. (07 Marks)
 - c. Describe "the steps involved in the development of media plan". (10 Marks)
- 6
 - a. What do you mean by transit advertising? (03 Marks)
 - b. Elucidate the key elements to be considered for an event. (07 Marks)
 - c. Explain in detail the creative tactics for "Print media". (10 Marks)
- 7

Vodafone launched a well - directed Zoo - Zoo campaign in 2009 for promoting its value - added services (VAS), which typifies the way in which marketing communications can now work. Vodafone had to clearly communicate its transition from basic communication services provider to VAS in the Indian telecom industry. The egg - headed white creatures with big ballooned bodies were promoted by Vodafone since the second season of the Indian Premier league (IPL). The Zoo - Zoo banners were all around and word of mouth communication was also used effectively. Vodafone 3G's Super ZooZoo was later introduced as a symbol of Vodafone's 3G launch in India. Vodafone's 3G ZooZoo campaign is a classic example of an IMC campaign. The response by the Indian audience was phenomenal. The ZooZoo customers also became extremely popular with kids. The media mix for the campaign includes television, print, outdoor, radio and online. There is ZooZoo community on Facebook, Which features all the ZooZoo commercials that have been released so far, ZooZoo emoticons and a 'tag me' application.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

On 4th May 2009, the keyword ZooZoo was the 3rd most searched word on Google, and its you tube channel was the second most subscribed channel in India and also won the PETA (People for ethical treatment of animals) glitter box award for replacing the 'pug' with the ZooZoo. It has now become a brand in themselves, with ZooZoo T – Shirts and other accessories, apart from thousand of visits to their youtube ads and over 2m fans on Facebook.

- a. How does your mobile phone service provider use marketing communications? **(10 Marks)**
 - b. Explain how the Vodafone ZooZoo campaign used all aspects of the marketing communication process. **(05 Marks)**
 - c. List out the tasks the communication department was expected to undertake while integrating the ZooZoo campaign activities. **(05 Marks)**
- 8 When Hotel Intercontinental Kuala Lumpur formerly Nikko Hotel, officially relaunched its brand, the rebranded hotel under went an 18 – month refurbishment for the rooms, restaurants and other facilities. Adam McDonald, newly appointed general manager for the hotel, played a pivotal role in the rebranding exercise. “Our motto is everything we do is about walking in the customers shoes. Any products and services have to add value to the guest experiences”. For those that don't add value, it needs to be tweaked or taken out, said Mc Donald.
- Global efforts to create awareness on the rebrand included utilizing Inter Continental Hotels group's network of 4,500 hotels across the world through its brand website and priority club guests, as well as placing advertisements in key location such as New York, Singapore, Hong Kong and Australia.
- On the domestic side, the hotel roped in the help of taxi associations to spread the word via taxi drivers through a word of mouth on ground initiative. They have spread this through their two – way radio as well as the operators behind the radio. Key chains with the hotels address were also given out to the drivers to spread the word.
- a. Consider the McDonald's words / 'Motto', In what ways do you think the hotel adds value to the customer experience? **(10 Marks)**
 - b. What other marketing communication techniques could have been used by the hotel to spread their word of mouth message? **(05 Marks)**
 - c. List out the marketing communication techniques that may be used to rebrand an FMCG product. **(05 Marks)**
