

VPM's  
DR VN BRIMS, Thane  
Programme: MMS (2013-15)  
Third Semester Examination October/November 2014

Subject <b>MMS-III Marketing</b>		Integrated Marketing Communications (IMC 03)	
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	31.10.2014

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

Priya Chakraborty was in the office canteen and suddenly realized that her coffee had become cold because she was lost in thought about the upcoming product launch. Priya had started as a management trainee in Mumbai, a few years back with My Choice Ltd., an MNC started by an American woman entrepreneur. Priya had started in field sales and had won the best area manager award in her second year because of good distribution, the intelligent use of sales promotions and in store merchandising (posters, banners). She then had got promoted as brand manager, India for "Hair-Go", the popular mass market hair remover from My Choice. She had learnt how, before she was appointed as a brand manager, mass media like TV, print and Radio had worked wonderfully to build "Hair go" as an urban mass FMCG brand. 30 years back, 'My Choice Ltd.' had entered Indian market through other women's hygiene brands launched with doctors. Due to good quality of its products, 'My Choice' quickly became a company doctors respected. Subsequent consumer products from 'My Choice' ensured that 'My Choice' was trusted and liked by Indian women too. After becoming the brand manager of "Hair Go", Priya was convinced that mass media worked wonders and had strongly resisted attempts by her media and creative agencies to fritter away money to new media like internet, banner advertising etc. She firmly believed on focusing the communication and promotional budget in a few chosen media for maximum impact. Also, limited budgets meant that she could not spend on every media. Now her company wanted to launch "Quick Tell" a pregnancy detection device in the new and fast growing pregnancy detection device market. Quick Tell offered marginally faster results "in use" vis-à-vis the competitors. Priya's exploratory consumer survey plus chemist observations revealed that most of the users were mainly from SEC A and B, between the ages 20 to 35 years and the majority was married. Priya's married elder sister had told her how emotionally important it was for a woman to quickly resolve doubts about pregnancy by testing with a good device. The major competitors to Quick Tell were "Gud news" and "100% sure". Gud News relied extensively on "chemist push" and "100% sure" spent heavily on TV. Gud news brand referred to "happiness" whereas 100% Sure talked about "detection result reliability". The major sources of information for consumers, as per the preliminary consumer survey were (multiple answers)- TV 80%, friends 40%, print (magazines) 40%, husband 40%, doctor 20%, chemist 20% and family members 10%. In addition, Priya had seen there were about 1 Lac searches per month related to pregnancy detection on Google India. She also saw that Flipkart was offering imported pregnancy detection brands. During her recent visit to chemists, the chemists told her that detection device purchasers were both men and women. They also said, the purchasers were usually secretive and shy and waited to purchase the devices till no other customer was at the counter. Finally they said that purchasers asked for these devices by brand name. Priya was comfortable with the proven formula of using mass media and chemist promotions from her "Hair Go" experience and was uneasy about trying a different unproven formula. She wondered about how to start the launch planning and subsequent campaign for "Quick Tell" and how to integrate the brand, company reputation and the buyer behavior, habits, experiences.



**Questions:**

Q1) How should Priya start promotional and communication planning for Pregnancy detection brand "Quick Tell". Explain in a few sentences.

Q2) Which communication and promotional tools should Priya plan for Pregnancy detection brand "Quick Tell"

Q3) Explain in few sentences how the planned communication and promotional tools would work together to offer good and integrated experience for "Quick Tell" buyers.

Q4) Write brand positioning statement for "Quick Tell"

Q5) Would the communication and promotional plan for "Hair Go" and "Quick Tell" be similar? Justify your answer in a few sentences.

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Write a concept card for a brand of your choice.
- b) Give an example of IMC in crisis management.
- c) Mention parts of a creative brief.

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Give any example of internal communication
- b) What is reach in TV?
- c) What is Sales promotion and Consumer Promotion?

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is GRP and TRP?
- b) What does a positioning statement cover?
- c) What is a storyboard? Why is it used for pre testing communications?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How is the 2X 2 BDI-CDI grid used?
- b) What is AIDA model of communication?
- c) Mention- 3 parts or a typical print ad.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain the 2 budgeting methods- Share of Voice (SOV) and Share of Expenses (SOE)
- b) Mention and explain various functions in a creative agency
- c) Explain the steps for creating an online presence

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Give an IMC example of your choice
- b) Explain "Omni channel retailing or Omni channel marketing"
- c) What is Attitude?