

VPM's
DR VN BRIMS, Thane
Programme: MMS (Marketing)

Subject	Emerging Trends In Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	12.04.2016

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

Q1) 20 Marks (Compulsory):

After Gondappa and Tree of Life ads from Lifebuoy's much talked about 'Help a child reach 5' campaign, the brand has come up with a third addition to the series, called 'Chamki' that talks about neonatal care. Like its predecessors, the ad has been conceptualized by Lowe Lintas.

The ad revolves around the fact that of the children who die before the age of five, 44 per cent do not live past 28 days post birth. Chamki is the story of an expectant mother called Sangrahi, who discusses her hopes and dreams for the yet unborn child. To help her understand the importance of clean hands, she is shown a message from her daughter (from the future), who is now seven, thanking her for all the things her mother did, most importantly, washing her hands and helping the child live past 28 days. The ad has been shot by filmmaker Anand Gandhi.

Help a child reach 5 campaign began in the year 2013, with a digital ad, the story of Gondappa, and a initiative by Lifebuoy, where it adopted the Thesgora village in Madhya Pradesh, that had one of the highest rates of diarrhoea deaths.

HUL took the campaign forward next year, with another ad, 'Tree of Life', which was a story from the Indonesian village of Bitobe. The ad was the story of a woman, who had lost her son before he turned five, and nurtured a tree that was planted in his stead.

Both ads were appreciated and won accolades at multiple award shows. It is to see if the third in the series will be as appreciated.

At the launch of the ad, HUL unveiled a new initiative for neonatal care and handwashing drive in Bihar, in partnership with Children's Investment Fund Foundation (CIFF). Samir Singh, executive director, Hindustan Unilever, says on the occasion, "We are excited to release this film and take the hygiene message to where it matters the most: to new mothers in the first 28 days after delivery. The HelpAChildReach5 campaign started in Thesgora and showcased remarkable results. We now impact child health at a very large scale in partnership with the Children's Investment Fund Foundation."

The Chamki ad that was released on 2015 November 28 has received over 2,00,000 views on YouTube. The ad was also retweeted around 200 times on Twitter. This health soap from HUL has incorporated public interest and welfare in its advertising on several occasions previously. Other than HelpAChildReach5, the brand has undertaken hygiene and hand-washing related activities in Kumbh Mela and government schools.

- a) Which trend of Marketing the case study is talking about? Which are the advantages of this recently added marketing trend? (5 M)
- b) Explain few more recent examples where such a kind of marketing trend is used? (5 M)
- c) Design the marketing strategy for Johnson & Johnson baby care products by applying the recent emerging trends. (10 M)

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Facebook has promoted the Free Basics and Digital equality concept in India recently. This campaign was suggesting to offer free access to certain Information websites for all citizens in India so that all the people can avail the facility of net surfing without any data charges. TRAI (Telecom Regulatory Authority of India) denied Facebook for the same. What according to you was the Facebook's strategy behind this?
- b) Explain the types of cause-related Marketing.
- c) Explain the applications of Near Field Communications and Augmented reality.

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

- a) Write a note on Social Marketing.
- b) What is Experiential Marketing? Explain the concept with relevant examples.
- c) Explain the Marketing Strategies for Women and Child Segments.

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

- a) Do you think that marketing strategies of ITC for Yippee noodles are effective over the Ching's Secret and Nestle?
- b) Write a note on 'Green Marketing'.
- c) Write a note on 'Referral Marketing'.

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

- a) BRIMS wants to market our course for digital marketing (Duration two months). Prepare the marketing strategies for the same.
- b) What is "Bottom of Pyramid Marketing"? Explain with any example.
- c) Explain "Event Based Marketing"

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

- a) Explain the barriers in BOP Markets.
- b) Write a note on 'E-commerce emerging trends'
- c) Write a note on 'Controversy Focused Positioning in social Marketing'

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

- a) Explain the marketing practices used to promote the Movies in India.
- b) Write a note on 'IOT' (Internet of things)?
- c) Write a note on 'Social Media Marketing'.