

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Forth Semester Examination April 2016

Subject	Integrated Marketing Communications & Digital Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	09.04.2016

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

Q1) 20 Marks (Compulsory)

HDFC – Reaching New Heights through their consumers

HDFC bank is the second largest private banking sector in India having 2,201 branches and 7,110 ATM's spread over 1,174 cities in India and has more than 800 locations to serve customers through Telephone banking. HDFC ATM cards is the most preferred card for shopping and online transactions as it is compatible with all domestic and international Visa/Master card, Visa Electron/ Maestro, and American Express. HDFC has received 'Best Bank' award from various financial rating institutions like Dun and Bradstreet, Financial express, Euro-money awards for excellence, Finance Asia country awards.

Advertising

The focus of banks has shifted from the largest ATM network to the fastest ATM. HDFC ATM's allow the customers to store their favorite transaction and then give quick access to that transaction with a favorite button rather than going thru multiple screens every time and thus helps in 40% faster cash withdrawal. HDFC is communicating this benefit to the customers thru the "40% Faster ATM" TVC series. The ATM ad is well positioned to fit with the HDFC Bank's tag line "We understand your world" by focusing on the real issues like parking problems that underscores the need for faster ATMs and thus delivers the message clearly that they care for their customers.

Promotions

From doing cross-selling exercises to organizing school-level painting competitions, promotional activities are going to be the main focus of HDFC Bank's marketing strategy. Speaking to Business Line, Mr. Ajay Kelkar, Vice-President and Head, Marketing, HDFC Bank, said, "We are looking at positioning HDFC as a one-stop financial supermarket and the objective of the promos is not just acquisition of new customers, but we are also looking at creating product awareness, enhancing usage and also providing value-adds to our customers to reward them for their faith and loyalty." The first promo is titled Wheels of Fortune. This promo is targeted at all those customers who avail a personal loan, car or two-wheeler loan. There will be a lucky draw at the end of the promo and the winners would get exotic prizes. For children, a school-level painting competition will be held on wildlife across cities to promote the Kids Advantage account. Besides these mass promos, there would be more personalized promos. "We plan to send personalized mailers about our various products to all those we come in contact with during these mass promotions." said Mr. Ajay Kelkar.

The bank has also tied up with Business Today, to sponsor 10,000 copies of the magazine in each metro. The cover of the sponsored copies would be the issue of Business Today, which rated HDFC Bank as the best bank in the country. On the opposite side, would be an advertorial which would talk about HDFC as a 'one-stop financial supermarket'. "These copies would be circulated among top corporate and our high-profile customers," said Mr. Kelkar.

Rationale and Budget

These promotions are conducted based on the results thrown up by data analysis and data mining. Therefore, they are intended to have maximum impact on our target audience. It is said that below-the-line promotions constitute a major part of the bank's overall marketing plans this year, and therefore, a large percentage of the marketing budget is allocated to promos.

Questions to Answer (5*4=20 Marks)

1. Examine the concern for customer and rationale of the promotion tactics employed by HDFC bank. How IMC can help HDFC Bank?
2. Critically evaluate the communication and motivation elements in the Promotion Tools employed by HDFC bank.
3. What kind of promotion tools do you suggest to HDFC bank to expand its customer base?
4. Which Digital Marketing tools can be employed to make their promotional strategy effective?

Source: Ajita Shashidhar, Promotions to mark HDFC Bank strategy, The Hindu Business Line, Wednesday, Jan14, 2004 and HDFC Bank Marketing – ATMs are back in the ads, www.bizdewz.com/hdfc-bank-marketingatms-are-back-in-the-ads/ 2 Feb 2010.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Explain what is meant by Electronic Commerce & Electronic Business? How they relate to the marketing function?
- b) What is a Copy? How would you classify ad copy?
- c) Write a short note on Push & pull strategy with an example.

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

- a) What is a Media Research? Explain the process in detail.
- b) Explain the Advertising Agency selection process and structure.
- c) What is Sales promotion? Explain three types of sales promotion.

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

- a) What is Social Media? Discuss any two social Media tools used by organisations for promotions
- b) How advertising is used for Brand positioning? Explain with an example.
- c) How consumers receive and process information?

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

- a) Explain the role of IMC in Brand building Activity with an example.
- b) How has internet impacted the consumer decision making process? Layout the process with an example
- c) What role does communication play in marketing programs?

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

- a) What is Email Marketing? How it can be used effectively?
- b) What is Ad copy creation? How what are the elements of Ad layout?
- c) What are the objectives of Communication process?

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

- a) What is personal selling? Which industries use it effectively?
- b) How companies used Public relations to build corporate image?
- c) With the help of Facebook brands have been offered the chance to actually understand what their customer want, without deciding or listening to intermediaries. However to do this they have to listen. Comment on this using Indian brands as examples.