

VPM's
DR VN BRIMS, Thane
Programme: MMS (2021-23)
Fourth Semester Regular Examination June 2023

Course Name:	Integrated Marketing Communications	Course Code	
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages		Date	03-06-2023

Course Outcome Statements:

CO1: Recall all the concepts covered in the course on Integrated Marketing Communications.

CO2: Explain the fundamentals of IMC and various media and agency functions.

CO3: Apply concepts of IMC like Media Scheduling, Planning, and Implementation to various sectors of business through case studies.

CO4: Analyse different IMC tools for their benefits and limitations for different businesses.

CO5: Evaluate Promotional Campaigns – Sales Promotion, Consumer Promotions for different organizations.

Instructions: -

Q. No 1 (All Questions are Compulsory)

Instructions: -		Marks	BL	CO
Q. No.	Questions			
Q. 1	<p>Case/Case-let Study (500-800 words)</p> <p>Jio Cinema's penetration jumped 4X on the back of free IPL streaming</p> <p>Latest research shows that Jio Cinema's penetration has seen a massive surge due to their free IPL streaming option. The proportion of new installs to total installs were approximately 72% during IPL 2023 as compared to 28% before IPL season. The research noted that IPL has helped the platform bring in more than two-thirds of the total users of the Jio Cinema.</p> <p>Viacom18-owned streaming platform Jio Cinema's penetration has grown by almost 4X to 40.26% on the back of free streaming of the Indian Premier League (IPL), says research by Bobble AI, a conversation media platform. Prior to the start of the platform's penetration stood at 10.73%. The Market Intelligence (MI) unit of Bobble AI conducted a study to understand the comparative dynamics around the digital viewership of the IPL on Jio Cinema and a comparison of the viewership with the IPL 2022, which streamed on Disney+Hotstar.</p> <p>The study tries to compare the engagement and penetration of the respective apps and the impact of the paid subscription versus the free subscription models. The firm said that the research was done in a privacy-compliant manner using its first-party data on over 85 million people and devices.</p> <p>The IPL final between Chennai Super Kings (CSK) and Gujarat Titans (GT) on Monday night had 32 million peak concurrent users on Viacom18's JioCinema app.</p>			

		<p>This is the first time a cricket match has breached the 30-million peak concurrency mark in the country. broken the earlier peak concurrency record of 25.7 million viewers for the second qualifier match between GT and Mumbai Indians on Friday. The official IPL streamer had roped in 26 sponsors and over 800 advertisers for this year's tournament. It had set an overambitious target of mopping up Rs 3,700 crore in advertising revenue from the event.</p> <p>(Source: https://brandequity.economictimes.indiatimes.com/news/media/jio-cinemas-penetration-jumped-4x-on-the-back-of-free-ipl-streaming/100692639 retrieved on 02/06/2023)</p>			
	a.	Analyse the information in the given case for the media strategy of Jio Cinema and its impact on paid subscription versus the free subscription models.	6	Level 4	CO4
	b.	Evaluate the effectiveness of OTT platforms like Jio-Cinema for live streaming of sports events to improve rating points for internet media.	6	Level 5	CO5
Q. 2		Answer Any one from the following.			
	a.	Determine through CPM, which of the following two media is more cost effective? <ul style="list-style-type: none"> i. Price for 10 seconds commercial in FIFA semi-final is 10,00,000 INR for estimated audience of 10,00,00,000 ii. Price for 10 seconds commercial in FIFA final is 20,00,000 INR for estimated audience of 30,00,00,000 	6	Level 5	CO5
	b.	Recommend any two media vehicles with suitable brief content for each to promote a fitness service brand of your choice.	6	Level 5	CO5
Q. 3		Answer Any one from the following.			
	a.	Compare following modes of Integrated Marketing Communications for their key features and advantages and disadvantages: <ul style="list-style-type: none"> i. Advertising and Publicity ii. Direct Marketing and Sales Promotion 	6	Level 4	CO4
	b.	Differentiate between Sales Promotion, Consumer Promotions, Trade Promotions with relevant examples from electronics goods sector.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Develop a print advertisement copy for a product or service of your choice by labelling each component of the advertisement copy.	6	Level 3	CO3
	b.	Plan various PR functions which can be performed	6	Level 3	CO3
	c.	Apply the different steps in the personal selling process for any financial service of your choice.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain the following terms with examples in terms	6	Level 2	CO2

		of advertising: Reach, Frequency, CPM, Rating Point			
	b.	Outline the different types and functions of various Ad Agencies.	6	Level 2	CO2
	c.	Explain the difference between two Pro-active and reactive PR.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	Define the following terms with examples in terms of advertising: GRP, CPP, Continuity, Impact	6	Level 1	CO1
	b.	What are various forms of Online Advertisements, enlist and define.	6	Level 1	CO1
	c.	What are various advertisement budgeting methods?	6	Level 1	CO1