

Jagan Institute of Management Studies
End-Term Examination, September-October, 2017
Trimester IV – PGDM 2016-18

Integrated Marketing Communication
ET_PG_IMC_2609

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q7 which is compulsory.

- Q 1** “Media planning involves a trade-off between reach and frequency.” Discuss the statement and mention suitable examples when one or the other should get more emphasis. **13**
- Q 2** Many manufacturers believe the best method for differentiating company brands from the competitors is advertising. It is true that consumer and trade promotions cannot replace advertising in brand development. At the same time, well-chosen promotional tactics can support brand differentiation. Discuss which consumer promotions, manufacturer should and should not use to develop a brand. Justify your answer. **13**
- Q 3** 50% of all advertising budget is a waste, but which 50% difficult to judge. Comment. **13**
- Q 4** Design a magazine advertisement with a detachable coupon or premium for one of the following products. **13**
- a)** Pizza Hut
b) UBER Cab
- Q 5** According to Kim James, sales promotion manager for Eckerd Drug, “The teen and preteen segments are important because they (teens) are developing buying habits and loyalties during these ages and are our future loyal consumers.” In addition to established brands like Maybelline, Eckerd Drug now stocks brands such as Bonne Bell, Jane and Naturistics. Which consumer promotions would be the best to attract teens and preteens to the cosmetic department of Eckerd Drug? **13**
- Q 6** Analyse in details how the Government of India (GOI) manages citizens engagement through media (both online and offline) for positioning the recent demonetization? **13**

Q 7

Read the case and answer the questions given at the end.

CAN THIS RESTAURANT BE SAVED?

If there is one industry in which word-of-mouth can do great damage in a hurry, that industry would be food service, especially restaurants. A single round of food poisoning can drive away customers for months. Any tale of contamination or unsanitary conditions that circulates in a local community creates a major crisis for a restaurant owner.

The partners, Ravi and Sanjay knew the risks when they opened their new restaurant. The restaurant was named as THE KHAZA, in a small shopping centre in Sector-15 of Gurgaon. With lot of students staying in that sector who come from outside of Gurgaon this was a good market for such restaurant. The partners believed that if they provided high quality food in a pleasant manner their restaurant could succeed.

The business opened in January of 2009. First year sales were better than expected. A mixture of students and young employees who were living on their own were their main customers. It was a restaurant which had functional furniture and TV sets were kept which were turned on for the customers to see.

Most of the customers who visited the restaurant were regular customers who ate at the restaurant as often as two to three times in week. The KHAZA also had a strong market during lunch hours. Where they used to serve a thali and it was available in very short time. During lunch hours the restaurant used to get lot of customers who were working in the nearby offices.

The crisis occurred after THE KHAZA had opened for 10 months. In the month of November 2009, some of the customers after having food were hospitalized because of food poisoning because of which the restaurant had to be closed for seven days. Local newspapers carried this news that the food served at THE KHAZA was not up to the quality because of which some customers' food poisoning had. Word spread quickly through the Gurgaon about the episode both with the student community and the employees in local offices.

Fortunately, no one was seriously ill. The reason for the problem was that the supplier of the non-vegetarian stuff had supplied stale raw material. They changed their supplier for that item. Moreover the restaurant improved the hygiene by making everyone who was serving food to wear caps and wear gloves. The restaurant started taking more

care in disinfecting the areas which could be prone to spreading any contamination.

Ravi and Sanjay had limited budget for advertising. Once the news stories had run, the media quickly lost interest. It was impossible for the partners to capture same audience to tell that the crisis was over. The number of customers who came after the week long closure dropped dramatically. Sales had been down for more than a month. The couple began to wonder if people would ever come back. Based on the Case Study “Can This Restaurant be saved?”

Questions:

- a) What kind of public relation tactics should be used to help the restaurant THE KHAZA?
- b) Is there any kind of cause-related or event marketing program that might bring people back to the restaurant?
- c) Do you believe THE KHAZA can be saved, or is it a lost cause? Why?

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