

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester V – PGDM (RM) 2016-18

Integrated Marketing Communication
ET_RM_IMC_3012

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q6 which are compulsory.

- Q 1** In light of the tools of Integrated Marketing communication describe the following tools with suitable examples.
- a) Sales Promotion.
 - b) Direct Marketing.
 - c) Personal Selling
 - d) Advertising.
 - e) Word of Mouth.
 - f) Public Relations.
 - g) Digital Marketing. **21**
- Q 2** A leading FMCG brand is planning to launch a new range of premium dark chocolates. Develop an Integrated Marketing program for the launch and suggest a suitable name and celebrity from endorsement. **10**
- Q 3** Dettol focus on hygiene awareness has helped the brand to grow in Indian markets. To strengthen its position suggests a suitable positioning strategy and an idea for a new campaign focusing on online audience. **10**
- Q 4** Discuss the various segmentation , targeting and positioning strategies with the help of examples used by marketers for selection of audience while choosing a media mix strategy in the domain of integrated marketing communication. **10**
- Q 5** Explain the following terms.
- a) Ad appeals.
 - b) DAGMAR approach.
 - c) Communication pyramid model. **10**
- Q 6** **Read the case and answer the questions given at the end.**
The management team at Dalda wants to launch a new a new range of low fat and zero cholesterol cooking oil in January 2018.The brand

name is SHUDH, from the house of Dalda.

The launch shall to PAN India targeting middle class families with a monthly income of Rs.50,000 and above . The communication shall be focussed on housewives with age group of 30-40 years, demonstrating the ease and use benefits of the product.

Since Dalda is an old brand, the company management wants to include mix of traditional and new media to have a balanced approach and have fixed a budget of 35 crore for its launch .Price at Rs.140 per litre this product offers a lot of attraction and focuses on product features which are positioned as a healthier option against the competition. Most of the strategic work has been done however advertising agency is a bit worried to suggest a suitable launch strategy facing a huge roadblock to counter the old school of thought management.

Questions:

- a) Evaluating the environment, suggest an ideal media mix strategy for the launch of new brand.
- b) Develop a strategic trade and consumer sales promotion proposition to do a successful launch.
- c) Draw a suitable layout showing a celebrity endorsed communication in Hindi or English.

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