

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (R), DECEMBER 2023

(2021 Scheme)

Course Code : 21MBA211

Course Name: Integrated Marketing Communications

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. List 5 M's of advertising
2. Summarize nature of advertising
3. Define DAGMAR Approach
4. What is Cross Media Concept?
5. Recall the concept of Publicity.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Explain various IMC tools to create a cohesive and effective marketing campaign for an ecofriendly house hold cleaning product.
7. Analyse process of creating an effective advertising campaign for a new product in the competitive smartphone market.
8. Identify various advertising channels to address each stage of the AIDA model effectively for an online streaming service.
9. Develop a media planning strategy for a new luxury fashion brand looking to launch a campaign to promote its latest collection.
10. Examine the types of sales promotion techniques suitable for a consumer electronics company planning a sales promotion campaign for the upcoming holiday season.

PART C

(Compulsory question, the question carries 20 marks)

11. Britannia Industries Limited, a leading food products company in India, is known for its diverse range of biscuits, bread, and dairy products. Britannia segments its market based on age, income, and family size to tailor its products and advertising. They target children and parents separately with age-appropriate advertising for products like Good Day biscuits and NutriChoice. Britannia differentiates between urban and rural markets, understanding that consumer preferences and consumption patterns can vary widely between these segments. Brand identifies different consumption occasions, promoting products like Marie Gold for tea-time snacks and

NutriChoice for health-conscious consumers. Britannia focuses on promoting its NutriChoice range to health-conscious urban consumers. Online and fitness center advertising is effective in reaching this audience. The brand positions NutriChoice as a premium health brand with the tagline "Your Daily Dose of Wellness," emphasizing its nutritional benefits and using health influencers in advertisements. Good Day is positioned as the "Taste of Celebration" to evoke positive emotions. Emotional appeals and special festive campaigns are employed. Products like Tiger biscuits are positioned as affordable, wholesome snacks for the entire family. Local languages and relatable scenarios are used to connect with rural audiences. Britannia employs a mix of traditional media (TV, print) and digital channels (social media, YouTube) for broader reach. They engage consumers by encouraging user-generated content and collaborating with health influencers and popular celebrities. Interactive contests and games on social media platforms are run to engage the audience.

- a) Identify how has the company effectively differentiated its product positioning and advertising for the urban health-conscious segment compared to its strategy for reaching rural consumers? What are the key elements that contribute to this differentiation? Marks (10)
- b) Identify the role of demographic segmentation in Britannia's advertising strategies and its impact on choice of advertising channels, message content, and product offerings for different demographic groups within their target market? Marks (10)
