# S. S. Jain Subodh Management Institute

# MBA III Semester M-320 Integrated Marketing Communication Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

Part C: Descriptive/ Analytical/ Problem Solving/ Case questions.

### (These are sample questions for reference purpose only)

# PART A Unit 1 Introduction

- Q1 Define Integrated Marketing Communication
- Q2 What are the main factors affecting the marketing communication mix?
- Q3 Name the tools communication tools used in Integrated Marketing Communication
- Q4 Discuss any one model of consumer response

# Unit 2 Advertising

- Q5 What are the main objectives of advertising?
- Q6 Briefly discuss the main role of advertising in the marketing process
- Q7 What are the main types of advertising?
- Q8 Briefly discuss the idea model AIDA model of marketing communication
- Q9 What is the information processing model of marketing communication

### Unit 3

### Advertising budgeting and advertising agency

- Q10 Mention the main advertising budgeting methods?
- Q11 What is the function of an advertising agency?
- Q12 What are the various types of advertising agencies?
- Q13 Describe what you understand by client agency relationships
- Q14 What is the DAGMAR approach for setting advertising objectives?

### Unit 4

### **Creative strategy**

- Q15 What do you understand byt creativity in advertisement?
- Q16 What are advertising appeals?
- Q17 Mention the various types of AD execution styles
- Q18 Explain the concept of advertising copywriting
- Q19 Why is advertising art layout so important?

### Unit 5

### Media planning and scheduling

- Q20 Define media planning
- Q21 What are the main objectives of using media for advertising?
- Q22 Explain the concept of media scheduling.

# Unit 6 Sales promotion, Direct marketing, Personal selling

- Q23 Define sales promotion
- Q24 What do you understand by trade oriented sales promotion tools?
- Q25 What do you understand by consumer oriented sales promotion tools?
- Q26 Define direct marketing
- Q27 Discuss the main objectives of personal selling

### Unit 7

### **Event marketing and Public Relations**

- Q28 Define public relations
- Q29 What do you understand by interactive marketing?
- Q30 What is the importance of using events and sponsorship for marketing communication?
- Q31 Discuss the importance of public relations
- Q32 Explain the concept of interactive marketing
- Q33 What is social media marketing?

### Unit 8

### Monitoring and Evaluation and Control

- Q34 Why is it important to measure the effectiveness of a promotional program?
- Q35 Is it important to evaluate the ethical aspects of advertising for a market?
- Q36 How do the social aspects of advertising impact advertising outcome?
- Q37 Is the economic aspect of advertising the most important one according to you? why?

### PART B

# Unit 1 Introduction

- Q1 Define IMC and highlight the role of IMC in the overall marketing process
- Q2 Discuss the various factors affecting the marketing communication makes with reference to the overall marketing strategy as well as the long term goals of the organization .
- Q3 What are the various Integrated Marketing Communication tools and how is each one of them important for the overall Marketing Communication function

# Unit 2 Advertising

- Q4 Discuss the objectives and role of advertising in the marketing process
- Q5 What are the various types of advertising and give examples of each type of advertising to explain your answer
- Q6 Discuss the elements involved in advertising planning and explain each of these elements briefly.
- Q7 Explain The hierarchy of effect model used in advertising

### Unit 3

## Advertising budgeting and advertising agency

- Q8 Write a note on various methods of advertising budgeting. Which one of these is the best in your opinion and why?
- Q9 What are the criteria for selecting an advertising agency and what are the main points to be kept in mind to establish a harmonious client agency relationship.

### Unit 4

### **Creative strategy**

Q10 Outline the creative process in advertising and discuss why it is so important Q11 What are the various appeals and execution styles that are a part of Creative strategy

### Unit 5

### Media planning and scheduling

- Q12 Give an overview of media planning focusing on how media objectives are established and implementation is planned.
- Q13 Write a note on developing and implementing media strategies with special emphasis on media scheduling.

### Unit 6

### Sales promotion, Direct marketing, Personal selling

Q14 Compare and contrast between consumer oriented sales promotion tools and trade oriented sales promotion tools.

Q15 Explain the concept of direct marketing what are the main objectives, benefits and elements involved in direct marketing.

### Unit 7

### **Event marketing and Public Relations**

Q16 Discuss the key elements of event and sponsorships and explain how the concept of promotion and pricing works in event marketing

Q17 explain the concept of public relations what are the various tools of public relations and how are they useful

### Unit 8

### **Monitoring and Evaluation and Control**

Q18 Write a note on measuring the effectiveness of the promotional program and what are the various methods that can be used to measure this.

Q19 Explain why it is so important to evaluate the social ethical and economic aspect of advertising and promotion.



### PART C Unit 1 Introduction

Q1 Discuss the various models of consumer response and highlight how each one of them can help us understand how the relationship between the market tear and the consumer can be made more harmonious and productive.

# Unit 2 Advertising

Q2 Write a note on the various models of communication response. What is the basic learning that we get from each of these models regarding making advertising more effective and efficient?

### Unit 3

### Advertising budgeting and advertising agency

Q3 Discuss the DAGMAR approach for setting advertising objectives and explain how and why advertising objectives are the key to achieving better outcomes for the marketing communication process.

# Unit 4 Creative strategy

Q4 Write the note on advertising copywriting highlighting the copy principles for both print and broadcast copy

Q5 As the creative head of a large advertising agency, what are the main points you would ask your team to keep in mind while devising a television advertisement for an important client who is in the business of Cosmetics in the Global market and now wants to enter the Indian market.

# Unit 5 Media planning and scheduling

Q6 If you were the manager Marketing Communication of an advertising agency then what would your suggestions be regarding the choice of the media mix for a client who manufactures brands and cells educational toys for young children. give the details of the integrated marketing communication strategy that you would use.

### Unit 6

### Sales promotion, Direct marketing, Personal selling

Q7 Discuss the concept of personal selling. If you wanted to implement personal selling in your organization what would be the strategy and process that you would use. Outline the entire process giving an example of your own choice.

# **Unit 7 Event marketing and Public Relations**

Q8 If you are the manager of a large multinational corporation dealing with the advertising agency that you have, what would your brief be to them regarding conducting an event on behalf of your company in order to improve the visibility and vision of your company among the target audience.

# Unit 8 Monitoring and Evaluation and Control

Q9 Discuss the importance of monetary evaluation and control of advertising effectiveness. How is this linked to the advertising budget for a particular campaign? What are the points to be kept in mind while evaluating the advertising effectiveness of a campaign?



# Marketing Excellence

# >>Red Bull

Red Bull's integrated marketing communications mix has been so successful that the company has created an entirely new drink category—functional energy drinks—and has become a multibillion-dollar brand

among competition from beverage kings like Coca-Cola and Pepsi. In less than 20 years, Red Bull has become the energy drink market leader by skillfully connecting with the global youth. Dietrich Mateschitz founded Red Bull in Austria and introduced the energy drink into Hungary, its first foreign market, in 1992. Today, Red Bull sells 4 billion cans of energy drinks each year in over 160 countries.

how does Red Bull do it? The answer: differently Red Bull offered just one product, Red Bull offered just one product, Referey Drink, in one size—a slick silver 250 ml. Drink in one size—a slick silver 250 ml. Energy can with a European look and feel. Red Bull's amino acid taurine, B-complex vitamins, carbohydrates—mean it's highly caffeingeness and energizing, so fans have called it "liquid cocaine" over the last decade, Red Bull has additional products: Red Bull Sugarfree, shots, and Red Bull Cola—each slight as beginning. Red Bull has used time.

while the company runs minimal television while the animated spots and tagline "Red Bull spots, the animated spots and tagline "Red Bull spots," are meant to amuse its young auditional connect in a nontraditional, nonpushy manner.

Bull builds buzz about the product through spots, viral marketing tactics, starting with its "seed-spots, viral marketing tactics, starting tactics, sta

Once Red Bull has gained some momentum in the bas, it next moves into convenience stores located near colleges, gyms, health-food stores, and supermarkets, orne locations for its target audience of men and women aged 16 to 29. Red Bull has also been known to target college students directly by providing them with free cases of Red Bull and encouraging them to throw a party. Eventually, Red Bull moves into restaurants and finally, no supermarkets.

Red Bull's marketing efforts strive to build its brand mage of authenticity, originality, and community in several ways. First, Red Bull targets opinion leaders by sampling is product, a lot. Free Red Bull energy drinks are available at sports competitions, in limos before award shows, and at exclusive after-parties. Free samples are passed out look like they need a lift.

Next, Red Bull aligns itself with a wide variety of extreme sports, athletes, teams, events, and artists (in music, dance, and film). From motor sports to mountain lighter is no limit to the craziness of a Red Bull event or sponsorship. A few have become notorious for taking annual Flugtag. At Flugtag, contestants build homemade lying machines that must weigh less than 450 pounds,

including the pilot. Teams then launch their contraptions off a specially designed Red Bull branded ramp, 30 feet above a body of water. Crowds of up to 300,000 young consumers cheer on as the contestants and their "planes" stay true to the brand's slogan: "Red Bull gives you wings!"

Another annual event, the Red Bull Air Race, tests the limits of sanity. Twelve of the world's top aerobatic stunt pilots compete in a 3.5 mile course through a low-level aerial racetrack made up of air-filled Red Bull branded pylons 33 feet apart and reaching 65 feet in height. In other words, pilots fly planes with a 26-foot wingspanthrough a gap of 33 feet at 230 mph. These Red Bull-branded planes crash occasionally, but to date no fatalities have ever occurred.

Red Bull's Web site provides consumers with information about how to find Red Bull events, videos of and interviews with Red Bull-sponsored athletes, and clips of amazing feats that will be tested next. For example, Bull Stratos is a mission one man is undertaking to freefall from 120,000 feet, or 23 miles high. The jump will be attempted from the edge of space and, if successful, it will mark the first time a human being has reached supersonic speeds in a free fall.

Red Bull buys traditional advertising once the market is mature and the company needs to reinforce the brand to its consumers. As one Red Bull executive explained, "Media is not a tool that we use to establish the market. It is a critical part. It's just later in the development."

Red Bull's "anti-marketing" IMC strategy has been extremely successful connecting with its young consumers. It falls directly in line with the company's mission to be seen as unique, original, and rebellious—just as its Generation Y consumers want to be viewed.

### Questions

- 1. What are Red Bull's greatest strengths and risks as more companies (like Coca-Cola, Pepsi, and Monster) enter the energy drink category and gain market share?
- Should Red Bull do more traditional advertising? Why or why not?
- 3. Discuss the effectiveness of Red Bull's sponsorships, for example, Bull Stratos. Is this a good use of Red Bull's marketing budget? Where should the company draw the line?

Sources: Kevin Lane Keller, "Red Bull: Managing a High-Growth Brand," Best Practice Cases in Branding, 3rd ed. (Upper Saddle River, NJ: Prentice Hall, 2008), Peter Ha, "Red Bull Stratos: Man Will Freefall from Earth's Stratosphere," Time, January 22, 2010; Red Bull, www.redbull.com.

# Marketing Excellence

# >>Target

Like other discount retailers, Target sells a wide variety of products, including clothing, jewelry, sporting goods, household supplies, toys, electronics, and health and beauty products. However, since its founding in 1962, Target has focused on differentiating itself from the competition. This became evident in the mid-1980s when Kmart dominated the mass retail industry and Walmart was growing rapidly. Kmart and Walmart's marketing messages communicated their low price promise, but their merchandise was perceived as cheap and low-quality. Target sensed a gap in the market for "cheap chic" retail and set out to distinguish itself from the other big-box retailers.

Target planned to build an up-market cachet for its brand without losing its relevance for price-conscious consumers. It positioned itself as a high-fashion brand with trendy styles and quality merchandise at affordable low prices. To fulfill this brand promise, Target's teams of merchandisers travel the world looking for the next hot items. Next, Target brings these trends to the shelves faster than its competitors.

Many styles are sold exclusively at Target through partnerships with world-renowned designers, such as Mossimo Giannulli, Jean Paul Gaultier, and Liz Lange in clothes; Anya Hindmarch in handbags; Sigerson Morrison in shoes; Michael Graves in home goods; and Pixi by Petra Strand in beauty. They are either staples in Target stores or part of the Go International line, a special design collection available for only a few months. In 2006, Target introduced U.S. consumers to the concept of "fast fashion," already popular in Europe, to help keep the product selection fresh, which in turn led to more frequent shopper visits.

Target's designer line collections are just one unique part of its entire integrated marketing communications mix. The company uses a variety of tactics to communicate its "cheap chic" positioning, beginning with its slogan, "Expect More, Pay Less." In its stores, Target uses strategically placed low shelves, halogen and track lighting, cleaner fixtures, and wider aisles to avoid visual clutter. Signage features contemporary imagery but is printed on less expensive materials. Target even catches the eye of consumers in the air by painting its signature red bull's eye on the roof of stores located near busy airports.

Target uses a wide range of traditional advertising such as television ads, direct mailers, print ads, radio, and circulars. Its messages feature hip young customers, a variety of strong name-brand products, and a lighthearted

tone—all which have helped make Target's bull's eye logo well recognized. Target also aligns itself with a variety of events, sports, athletes, and museums through corporate sponsorships. From Target Field, the home of the Minnesota Twins in Minneapolis, to Target NASCAP and Indy racing teams and contemporary athletes like Olympic snowboarder Shaun White, sponsorships help Target pinpoint specific consumers, interests, attitudes and demographics. Target also advertises on and sponsors major awards shows such as the Oscars, Emmys, Grammys, and the Golden Globes.

Target has a strong online presence and uses Target com as a critical component in its retail and communication strategy. Target.com is able to gain insight into consumers shopping preferences, which ultimately allows for more targeted direct marketing efforts. The site also features in-store items alongside Web-only items in hopes of driving traffic into the stores. On social Web sites such as Twitter and Facebook, Target builds loyalty and encourages young consumers to share their experiences, discounts, and great finds with each other.

Target reinforces its positive brand image by continuting significantly to surrounding communities. The company donates 5 percent of its annual income, or more than \$3 million a week, to programs that focus on education the arts, social service, and volunteerism. Target donated more than 16 million pounds of food in 2008 to Feed America, the nation's food bank network. Target also sponsors discounted or free days at art museums around the country, including the Museum of Modern Art in New York and the Museum of Contemporary Art in Chicago.

As a result of its integrated marketing plan, Target has attracted many shoppers who would not otherwise shop at a discount retailer. Its customers are younger, more affluent, and more educated than its competitors attract. The median age of Target shoppers is 41 and the median household income is \$63,000. Three-quarters of Target consumers are female and 45 percent have children at home. In addition, 97 percent of U.S. consumers recognize the Target bull's eve logo.

While Target's marketing communication mix has effectively communicated its "cheap chic" message over the years, this strategy hurt sales during the recession in 2008–2009. During that time, consumers significantly cut their spending and shopped mostly for necessities at low-cost Walmart instead of for discretionary items, which make up about three-fifths of sales at Target.

As a result, Target tweaked its marketing message and merchandise profile. The company added perishables to its inventory—a necessity in slow economic times—and cut back on discretionary items such as clothing and home accessories. Target's marketing message remains focused on offering consumers high style and unique

# DESIGN

but emphasizes value more, using phrases and "new way to save " fresh for less" and "new way to save."

Target is the second-largest discount retailer States, with \$65.4 billion in sales in 2009, number 28 on the Fortune 500 list. Its successmarketing mix has worked so well that conoften jokingly pronounce the company's name as ee an upscale boutique, "Tar-ZHAY."

that has Target done well over the years in terms of its integrated marketing communications strategy? Ithat should it do going forward?

- How does Target compete against mammoth Walmart? What are the distinct differences in their IMC strategies?
- Did Target do the right thing by tweaking its message to focus more on value and less on trends? Why or why not?

Sources: "Value for Money Is Back—Target Does Marketing Right," The Marketing Doctor, October 2, 2006; Ben Steverman, "Target vs. Wal-Mart: The Next Phase," Business Week August 18, 2009; Ann Zimmerman, "Staying on Target," Wall Street Journal, May 7, 2007; Mya Frazier, "The Latest European Import: Fast Fashion," Advertising Age, January 9, 2006, p. 6; Julie Schlosser, "How Target Does It," Fortune, October 18, 2004, p. 100; Michelle Conlin, "Look Who's Stalking Wal-Mart," BusinessWeek, December 7, 2009, pp. 30-36; Wikinvest, www.wkmiest. com; Target, www.target.com.