

ONLINE



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2020

Course: Integrated Marketing Communication

Semester: VI

Program: BBA – Auto Marketing

Time: 03 Hours

Program: BBA Core with specialization in Marketing Management

Course code: MKTG 3008

Max. Marks: 100

Instructions: Answers with Examples will receive a better score.

SECTION A – 30 Marks
(Attempt ALL)

Fill in the Blanks

		Marks	CO
Q 1	In _____ method of setting IMC budget, it looks at objectives set for each activity, and determines the cost of accomplishing each objective	5	1
Q 2	Objectification of women is an _____ issue in advertising.	5	2
Q 3	The expanded form of DAGMAR is _____.	5	3
Q 4	An example of non-traditional advertising option is _____.	5	4
Q 5	Give an example of Premiums used in sales promotion _____.	5	5
Q 6	One objective of Marketing Public Relations (MPR) is _____.	5	5

SECTION B – 50 Marks
(Attempt ALL)

Q 7	With the help of DAGMAR model, create objective setting for a cosmetic brand. Include Target Market, Positioning, Objective(s), Media choice and result sought.	10	3
Q 8	Write a short copy write (around 100 words) for a print advertisement on ‘Make in India’ by the Government of India encouraging Start Up entrepreneurs.	10	4
Q 9	During such different times of Covid 19 pandemic, explain your brand’s Public Relation strategy and develop a 100 words message to your public as brand communication from the CEO.	10	5
Q 10	As a potential sales executive, mention 5 Do’s and 5 Don’ts with your customers.	10	5
Q 11	Explain few of the Pretest and Posttest methods of evaluating IMC campaign.	10	5
	OR		
	Explain with examples 5 consumer oriented sales promotion techniques.		

SECTION C – 20 Marks
(IMC Campaign)

Q 12	Global sports brand Trusox enters India with cricketer Rohit Sharma as its Brand Ambassador (Manchester-based Trusox is a premium socks brand, usually worn by sportspeople.) Client Brief:		
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	<p>Trusox has ventured into the Indian market with the introduction of socks that will help improve the performance of sportspeople on the field. The global sports brand has also roped in cricketer Rohit Sharma as its brand ambassador in the country. Manchester-based Trusox is a premium socks brand, usually worn by sportspeople. Sanil Sachar, Co-Owner of Trusox, said, “Rohit is an ambassador for Trusox purely because he stands for being a true athlete that can take charge of any situation and lead the team. The technology is as proprietary as it can get. So much so, that internally we don’t even associate to these as socks.”</p> <p>Initially, Trusox socks will be available on sale at Amazon and its own portal. The brand sells at about 1000 stores globally.</p> <p>Indian cricketer Rohit Sharma stated, “Technology is something that I always look forward to, especially when it enhances your performance on the field. Trusox has been an essential part of my kit as it helps boost my performance.”</p>		
	<p>Based on the above, plan a 3 months campaign (Budget is Rs. 20 Crore) with ALL the IMC elements for the brand launch of the main event on August 30, 2020. Assume media rates. Include, Target Market, Positioning, Objectives, Media (Use Television, Print, Radio, Digital, Outdoor), PR, DM, etc to substantiate your campaign. Also outline the desired results to be achieved.</p>	20	5