

(Following Paper ID and Roll No. to be filled in your  
Answer Book)

Paper ID : 270314

Roll No.

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MBA

(SEM. III) THEORY EXAMINATION. 2015-16

INTEGRATED MARKETING COMMUNICATIONS

[Time:3 hours]

[Total Marks:100]

Note: The question paper contains three parts. Attempt all parts.

**Part-I**

1. Attempt **all** questions: (2×10=20)
  - (a) Discuss the role of integrated marketing communications plays in relationship marketing?
  - (b) Discuss how the integrated marketing communication perspective differs from traditional Advertising and promotion.
  - (c) Enumerate the functions of advertising.
  - (d) What are the various functions of advertising agency?

- (e) Enlist the participants in integrated marketing communication.
- (f) Discuss the role of direct marketing as an IMC tool.
- (g) What do you mean by advertising research?
- (h) What is full service agency?
- (i) Why is internet gaining popularity in media planning?
- (j) Discuss the factors contributing to IMC.

### Part-II

2. Attempt **any five** questions: (10×5=50)
- a) Illustrate the concept of integrated marketing communication and why it is necessary in the field of promotion.
  - b) What is advertising appeal? Discuss the major types of appeals and their characteristics?
  - c) What major approaches can be used in determining advertising budget? What factors should be taken into consideration while determining advertising budget?

- d) What is meant by creativity strategy in advertising and discuss the important creative execution elements that go into preparing an ad.
- e) Explain the various types of advertising media? What factors would you consider before selecting any media?
- f) Discuss the roles of sales promotion as a part of the promotional mix and the major steps involved in designing a sales promotion campaign.
- g) Explain the role of e-commerce in marketing communication?
- h) Briefly describe various components of advertising planning.

### Part-III

3. Case Study: (1×30=30)

Namak ho Tata ka Tata Namak

The history of iodized vacuum evaporated, packaged in India was pioneered by Tata Salt in Aug 1983. Tata chemicals, the company behind the brand, take the first credit for converting the commodity salt into high quality product. Over the years Tata salt business grown from strength to strengty.

Tata salt brand has many accolades to its credit which stems from its association with trust, reliability, honesty, credibility, qualities inherent to TATA creed of business. The first competitive challenge was posted in the early 1990 with the launch of Captain Cook that positioned itself as free flowing salt.

In 1996, another national band salt brand Annapurna was launched by HLL. It was positioned on health benefit of iodine. By late 2001 and early 2002, several regional, domestic and multinational players started jostling in the branded salt market. Their aggressive marketing tactics, colourful and attractive packaging and highly decibel advertising create a quite a stir in the market.

Looking at these conditions, Tata devised its new advertising strategy. It took the competition head on and in September 2001 Tata Salt was re-introduced with a new campaign that touted its purity, a core virtue of brand. In view of above objectives Tata decided that the best way to differentiate was to connect with the consumer at an emotional level, since competitors were focusing on functional properties of salt. Tata salt has thus far been positioned on the rational aspects of purity, its new positioning would carry this

proposition forward but within the larger context of consumer life encompassing both rational and emotional manifestation of purity.

In addition being the market leader, Tata wanted to grow the market by increasing the user base Tata Salt realized that there was nothing like LEADERSHIP claim to meet this end. Advertising strategy was aimed at rendering the twin messages of purity and its leadership position.

This advertising strategy then planted the seeds of "Desh Ka Namak" campaign.

**Questions:**

1. Spell out the strategy of Tata Salt through the marketing communication work plan format.
2. What strategic approach has tata followed in its "Desh Ka Namak" campaign?
3. Do you think 'Desh Ka Namak' advertising strategy addressed the objectives that it had laid out?

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