



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, August 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	The behavior dimensions that leads the consumers from awareness to actions are cognitive, affective and _____.	5	1
Q 2	The use of children in advertising is an _____ issue in advertising.	5	2
Q 3	The expanded form of DAGMAR and AIDA are _____ & _____.	5	3
Q 4	Property advertisement are an example of _____ advertising.	5	4
Q 5	Give an example of infomercials used in _____ is _____.	5	5
Q 6	Media survey on public attitudes is an example of _____.	5	5

SECTION B – 50 Marks
(Attempt ALL)

Q 7	With the help of DAGMAR model, create objective setting for Office Super Store brand dealing in office stationary. 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 ‘Aarogya Setu App’ by the Government of India encouraging Covid19 safety. Explain your rationale.	10	4
Q 9	During such different times of Covid 19 pandemic, explain a 5 Star Hotel’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 trade oriented sales promotion techniques.		

SECTION C – 20 Marks
(IMC Campaign)

Q 12	RiteBite Max Protein Snacks Client Brief:		
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	<p>“Whenever we think of a snack, the Indian consumer thinks of something salty, spicy alike. So, you typically end up eating a samosa or something. Then comes packaged food like the namkeen and then there are chips or nachos or banana chips. But these things have very unhealthy fat. But we wondered as to what we could do to combine the goodness of healthy ingredients and the Indian snack market and get something that we are all used to eating. That’s where Max Protein snacks came in,” Vijay Uttarwar, Founder and CEO, Naturell India.</p> <p>Max Protein snacks are essentially made of 7 healthy grains - Oats, Wheat, Soy, Ragi, Gram, Corn and Rice. They are neither fried nor baked. The chips are extruded or hot-air puffed, which is a procedure we use for making popcorns. Ravinder Varma, Brand Manager, Naturell India confirmed that though a bit of oil is used in this process, it is healthier oil, that is rice bran oil, and what makes it even healthier is the fact that the oil is not heated.</p> <p>It is available in three flavours – Spanish Tomato, Cheese & Jalapeno, and Minty Chaat, which are the red, blue and green of Max Protein. Each variant is available in a 45 gm pack, which is priced at Rs. 40 and a 120 gm can, priced at Rs. 120. Naturell India says that where these chips stand out is that they are typically healthy. The 45 gm of chips pack contains 10 gm of protein, which is three times higher than other chips, nachos, digestive biscuits or sandwiches. It also contains 65 per cent less fat than fried chips. Added to that, the fibre content of these chips is also higher than other chips or nachos.</p> <p>While Naturell India has placed these chips across retail stores, they are also aggressively tying up with fitness and wellness centres to sell them. This indicates that the snack maker is looking at targeting the general consumer as well as making it to the niche category too. It is attempting to break barriers between the health food and general food category. “We have tie-ups with gymnasiums and wellness centres from time to time. We do have tie-ups with some centres of Talwalkars and also some dieticians who recommend these chips,” Varma said.</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>	<p>20</p>	<p>5</p>