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Total number of printed pages – 3

MBA
MBA 403A

Fourth Semester Regular Examination – 2014
INTEGRATED MARKETING COMMUNICATION

BRANCH : MBA

QUESTION CODE : F 432

Full Marks – 70

Time : 3 Hours



Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.
The figures in the right-hand margin indicate marks.

1. Answer briefly the following questions :

2×10

- (a) 5Ms of advertising
- (b) Top of the mind awareness
- (c) Direct marketing
- (d) Advertorial
- (e) Advertising appeal
- (f) AIDA
- (g) Trade promotion
- (h) Social networking
- (i) Outdoor media
- (j) Banner ad.

2. Pantaloon Retail (I) Ltd. Launched Gold Bazaar—its fourth retail division at Big Bazaar, Lower parel, Mumbai, and the second in the city. Pantaloon is driven by its philosophy of 'Rewrite Rules—Retail values'. Gold bazaar is a unique concept with six unique benefits in terms of what it offers to its customers. This was set up in acknowledgement of the fact that Indian consumers always preferred independent jewelers which remain associated with the family for generations. Such jewelers offered the benefit of trustworthiness, credibility and special prices for their

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regular clients. Gold bazaar seeks to offer similar benefits through various price-off schemes and institutional support designed to generate trust and credibility. The six benefits designed to overcome inhibitions of customers are :

- A certificate announcing the purity of the gold along with the HALL MARK (BIS)
- Offering a standard rate chart on making charges
- Making charges 20% less as compared to the market rate
- An all risk/perils insurance cover from ICICI-Lombard
- Excellent buy back schemes
- Testing gold for purity on a non-destructive Karat Meter before the customer so as to ensure the quality of the gold they buy.

The USP of Gold Bazaar is the purity of gold offered. Just like Big Bazaar, Gold Bazaar too is being offered as value-for-money destination. Keeping in mind the traditional mindset of Indian customers, Pantaloon endeavors to offer customers a transparent transaction—something which has never been offered before in gold retailing in India. Every piece of jewellery has the guarantee of purity by way of HALL MARK from BIS.

Moreover, at Gold Bazaar customers can check the purity of the gold by means of a karat meter using XRF technique. The store is also likely to be the only one to put up a standard rate chart for 'making charges', thereby simplifying the calculation for the cost of the ornament.

Gold Bazaar's six unique benefits also include exchanging old jewellery for new with guaranteed 0% weight loss giving customers complete satisfaction and true value for their money. Should the customer be dissatisfied with the purchase made, there is a 15-day money back guarantee—no questions asked.

- (a) The philosophy of Pantaloon claimed to be "Rewrite rules—Retail Values." In this context examine the promotional efforts undertaken by the company to overcome customer inhibitions. What more sales promotion techniques would you suggest to increase the sale. 5
 - (b) Find out the differentiation strategy Pantaloon has taken to attract traditional Indian customers to Gold Bazaar. 5
3. Some feel advertising manipulates the mind, while others are of the view that advertising seeks to persuade. Which interpretation is closer to your understanding and why? 10

4. What do you mean by advertising budget ? Discuss various methods of preparing advertising budgets. 10
5. How is TV advertising different from radio advertising ? What are the major advantages of radio advertising ? Write a script for radio advertisement for 'Swan' detergent powder in FM radio and also give the media schedule for the same. 10
6. Distinguish between advertising and sales promotion. Explain various tools of consumer sales promotion. 10
7. What is personal selling ? Under what circumstances personal selling can be a suitable mode of communication ? Discuss various personal selling skills. 10
8. Explain the following : 5+5
 - (a) Network marketing and its significance in today's era.
 - (b) The need for advertising evaluation and control.

