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Total number of printed pages – 3

MBA  
MBA 403A

**Fourth Semester Examination – 2013**  
**INTEGRATED MARKETING COMMUNICATION**

**QUESTION CODE : A 425**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 & 2 which are compulsory and any **four** from the rest.*

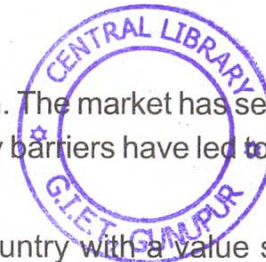
*The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2 × 10

- (a) Big idea
- (b) Advertorial
- (c) USP
- (d) Net work marketing
- (e) Interstitial ad
- (f) Public relation
- (g) Surrogate advertising
- (h) Advertising Appeal
- (i) One vs. two sided message structure
- (j) POP display

2. The personal wash market is valued at Rs.45 billion. The market has seen stagnant sales over the last four years and the low entry barriers have led to intense competition between national and local brands.

Lux is the largest personal wash brand in the country with a value share of 17%. Consumer preference has led to lux becoming one of the most trusted brands in the country. Lux has retained its leadership status by strongly differentiating



**P.T.O.**

itself- no soap brand can claim to be more aspirational for the Indian consumer than Lux-“The beauty soap of film stars.”

Lux soap was launched in India in 1929. The first bar of Lux was made in India and sold for a sum of two annas in 1934. From the very first advertisement in 1929 featuring Leela Chitnis, the gorgeous faces of the silver screen have come out in the open with their beauty secret- Lux. Popularly known as “the beauty soap of film stars’, Lux has been a favorite with generations of users for the experience of sensuous, luxurious bathing. The brand name lux has been taken from the word ‘Luxury’. Since its launch in India, Lux has offered a range of soaps in different colors and fragrances. The benefit offered by all was the same-beautiful skin. Desirable product sensorial (appealing to all senses), its world class fragrances and nourishing ingredients have made a strong product differentiation for Lux, making the Lux bath a pleasurable experience. But Lux being the market leader has evolved along with the changing needs of its customers. The late 1980s saw the emergence of a premium segment in the soap category with a new consumer set whose beauty and bathing needs began to evolve. In 1989, to tap this segment, Lux launched a range of premium soaps to suit different skin types. The offerings made by Lux have always been superior and have always led the market, setting benchmarks for competition. Lux has beauty offerings in two of the four market segments- popular and premium, spanning the needs of varied consumers. It has launched Lux toilet soap, Lux international and Lux body Wash in all these segments.

To establish the presence of nourishing ingredients in the new Lux (stronger product differentiation) a unique concept ‘ingredients you can see in soap’ was born. A novel metallic substrate packaging beautifully showcased the ingredients, and its globally accepted ingredients-linked perfumes heightened the sensory experience. Each of the soaps in the range has milk cream, with the active ingredients of rose extracts, sandal, saffron, almond oil and fruit extracts. These create an experience in pampering indulgence and luxury designed to bring out the star in every woman.

Lux campaigns have wooed millions of people over the decades. Popularly known as the beauty soap of film stars lux has been an intimate partner of the brightest stars on the silver screen, for decades. From the beginning Lux by using a leading film star of the time has fulfilled the consumers’ aspirations of using

beauty via the rationale, 'if it is good enough for a film star, it is good for me.' This later moved into a transformational role of having a bath with Lux, which transports the users into a fantasy world of icons, film stars fairy lands.

However, this communication was slowly seen to be losing relevance' as consumers were beginning to ask question, if the film stars actually using the brand. In addition to this several competitive beauty soap brands had begun advertising using similar methods of communication. In this context the global brand team for lux developed a new communication strategy. This strategy-bring out 'the star in you' and for the first time moved the brand away from the long running film star route. This change puts the customer at the heart of the brand's promise.

**Questions :**

- (a) Discuss the product differentiation strategy of Lux. Do you agree with this ?  
Give reasons. 5
- (b) Why was the communication changed ? Give your comments on the new theme. 5
3. Distinguish between advertising and sales promotion. Discuss the 5Ms of advertising. 10
4. "Advertising budgets are often thought of huge expenditure with vague returns." Comment on this statement and discuss various methods which are commonly used for ad. budget setting. 10
5. As an advertising manager what factors will you take into consideration while selecting ad.media ? Design a media mix for each of the following product with reasons. 10
6. What is an ad. Copy ? What are its elements? As a creative copy writer prepare an ad copy for a toilet soap to be broadcast in FM radio. 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 : 5×2
  - (a) On-line advertising and its strength and weakness.
  - (b) The role of cultural variable in designing advertising.