6. (a) What is Media Research? 4

(b) Discuss the various techniques of Pre-Testing and Post-Testing for Broadcast Media Ads. 10

7. (a) Define Advertising Agency. Highlight the reasons for using an Ad Agency by a marketer. 3+4=7

(b) Explain the functions of full-service Ad Agency with the help of organisational chart. 7

Or

8. Write notes on (any two) : 7x2=14

(a) Ethical and Social Responsibility in IMC Campaign.

(b) Ad Agency Compensation

(c) Client-Agency Relationship

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PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: MM-3211

(Integrated Marketing Communication)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. 'Coconut Joy Ltd' is the manufacturer of vegetarian frozen dessert food products made with coconut milk, agave syrup and other certified ingredients. The founders of the company originally developed this treat to meet their own needs but found that their friends and families around were also keen to use the products. It was not only the vegetarians, but also those who could not get enough environment friendly sustainable food, that appreciated the product. In the beginning they started from their home with the product being sold through local family parties that enable guests to personally meet the founders. This helped the company to connect with the prospective buyers. The company used all marketing communication tools to grow and expand. It began sponsoring booths at festivals, fairs, exhibitions etc. to draw the attention towards the vegetarian products. It also disseminated relevant information to media about its products. The founders were invited for an

interview with one of the leading TV channels in which they talked about their environment friendly veg products. To show its gratitude to customers, local business and govt. officials who supported the company from the beginning the founders hosted a gala event and involved all of them to raise funds for a few local NGO's.

In the light of the above case-

(a) Identify and explain the marketing communication tools used by the company. 10

(b) briefly explain the role of the tool identified in (a) in developing communication strategy. 4

2. (a) Describe the process of determining promotional objectives. 8

(b) Compare and contrast between sales and communication objectives. 6

Or

3. (a) Discuss in detail the procedure for establishing and allocating promotional budget. 10

(b) Explain the IMC Process Model in the context of IMC Framework. 4

4. The campaign is about communicating the product "Sunfeast Farnlite" as a healthy and tasty munching option between the meals. The campaign aims to influence the target segment which is the women of age group 25-50 years who takes care of the family.

TV commercials : The plot is a women packing lunch for her husband in the morning. She keeps a small pack of Sunfeast Farnlite is one of the compartment of lunch box so that her husband can consume it during evening breaks avoiding unhealthy snacks. Then she packs lunch for her college going daughter who has extra classes in the evening. She put a small pack of Sunfeast Farnlite with lunch box in her bag. Later in the evening when this lady is making an evening tea for herself, she find a pack of Sunfeast Farnlite and a small note near the tea strainer. The note reads like, "Apne hamesha sabka dhyan rakha, ab apna bhi rakho!" She becomes emotional as her daughter has kept the note for her. The lady consumes the biscuits with the tea and smile.

Print Media : In newspaper and magazine, the company shows a woman of age around 10-45 years, a typical Indian mother with a daughter wrapping her arms around her. The mother is holding Sunfeast Farnlite in her hand and saying "Ab health se no break".

Taking clue from the above case -

(a) Explain the message strategic design considerations for both print media and TV commercials. 10

(b) Highlight the appeals used in the TV commercials. 4

5. (a) Define Media. Highlight the characteristics of Media. 3+4=7

(b) Explain the steps involved in developing a media plan. 7

Or