

Q – 2 (A) Choose a brand of your choice and develop a detailed Integrated Marketing Communication Model for the same. 7

Q – 2 (B) Discuss various methods by which advertising companies are compensated. 7

OR

Q – 2 (B) Explain the low involvement theory with appropriate examples. 7

Q – 3 (A) Discuss how a company introducing an innovative new product might use the innovation adoption model in planning its integrated marketing communications program. 7

Q – 3 (B) Discuss the pros and cons of using comparative advertising campaign. Find example of a current campaign where a marketer is using a comparative advertising and evaluate the decision to do so. 7

OR

Q – 3 (A) Explain what is meant by central v/s peripheral route to persuasion taking an example of your choice. 7

Q – 3 (B) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives? What are some of the problems associated with DAGMAR? 7

Q – 4 (A) Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. 7

Q – 4 (B) What is meant by zipping or zapping and how they affect television viewing behaviors? Discuss some of the ways advertisers can deal with the zapping problem. 7

OR

Q – 4 (A) Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as 1. Automobile companies and 2. Packaged food marketers. 7

Q – 4 (B) Discuss the different forms that advertisers might use to advertise on internet. Discuss some of the advantages and disadvantages of internet advertising. 7

Q – 5 **Case – HEALTHY WORLD** 14

After introducing popcorn, and Sundrop oil, ITC Agrotech launched wheat flour (atta) under the brand name Healthy World. US-based food products firm, Conagra, had 51 per cent stake in ITC Agrotech. The Vice President says, “We took an Indian perspective out of the Conagra portfolio, with relevance to the local palate....Healthy World marks our entry into mass market products.”

Priced at Rs. 18.50 for a kg pack, Healthy World was coming in the packs ranging from 500 gms to 5 kg. ITC Agrotech claims that it spent nearly one year on R&D before launching Healthy World, benchmarking it against national players in the branded atta category; players like Hindustan Lever Limited (Annapurna) and Pillsbury. There are several regional brands too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalizing the variant. “Our research revealed that the preferences in the North and South of India differ distinctly across almost all parameters of atta. While creamish to white colour and finer size is preferred in the South, the North consumer is more

discerning as far as taste goes, ” informs the marketing manager.

Consumers in the South are more receptive to branded atta, but the North leads in consumption where average monthly household consumption is 27 kg as against 3 kg in the South.

Conagra claims to be the largest miller in the US. ITC Agro took over the atta manufacturing portion of a partner in Chennai to streamline it in line with its parent company’s manufacturing process. What will also help ITC Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is all ready in place. In fact, the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation – “from the makers of Sundrop”.

The branded atta market is estimated to be in excess of Rs. 350 crore, with category advertising spend of about Rs. 20-25 crore. The theme line of Healthy World says, “More health, More Energy.”

Questions

1. Develop a sales promotion plan to encourage continued consumption of Healthy World in North India.
2. How would you make your sales promotion competition proof?
3. How would you evaluate the results of this promotion?

OR

Q – 5

Case – CLOSE-UP

14

Close-Up ranked No. 5 in A&M’s Top Brand survey of 1997, three ranks below its arch-rival Colgate. By 1999, Close-Up was No. 15. Since its introduction in the Indian market in 1975, Close-Up has been the closest challenger to Colgate, which is the top brand in this category, which is the top brand in this category. According to Hindustan Lever Ltd., the marketers of Close-Up, the typical consumer had no qualms about not keeping germs at bay during the night but rather cared more about fresh breath in the morning.

The advertising agency, Lintas, has played on bad breath scare and targeted a typical college student who would be motivated by what brushing did to his social acceptance. It was hoped that once Close-Up entered homes, older consumers would also start using it and discard Colgate. To counter Colgate’s famed Suraksha Chakra, Close-up released ads asking consumers to fo the “hah-hah test to check the freshness of breath. The focus was on communicating the key benefit “fighting bad breath”.

The intimacy between couples, portrayed in Close-up commercials, was seen as disturbing the Indian mother’s sensibilities and hence the ads focused in the gregarious couple, as this group-oriented closeness was seen to be more acceptable to mothers, who are the actual buyers of household toiletries.

Both Colgate and HLL introduced line extensions of their brand, improved packaging and did aggressive promotions. Close-Up has been strong in the South. It has been quite weak in the East. In West Bengal, HLL roped in popular singer Anjan Dutt to

reach out to the old and young alike.

Questions

1. Analyse the case and determine which promotional strategy, “pull” or “push” would be appropriate.
2. Suggest two promotional strategies of the one suggested in answer no. 1.
3. What promotional tools you suggest to Close-Up in modern day scenario and why?