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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg.No.\_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – April / May – 2017**

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| **Code :** | **15MS3029** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTEGRATED MARKETING COMMUNICATIONS** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course outcome** | **Marks** |
| 1. |  | Nowadays Companies are now using integrated marketing communications (IMC) to reach their target audiences. They find this approach has turned organizations to be successful beyond measure. What do you think are the reasons behind success? Why Integrated Marketing Communications is more important than ever? Elucidate the concept of IMC with examples. | CO 1 | 20 |
| (OR) | | | | |
| 2. |  | Integrated Marketing Communications Plan provides the framework for developing, implementing, and controlling the IMC program. Prepare an IMC plan for Mobile and elucidate your views step by step. | CO 2 | 20 |
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| 3. |  | Compare and contrast Advertising Department in a centralized and decentralized system? | CO 1 | 20 |
| (OR) | | | | |
| 4. |  | Discuss the various perspectives of Consumer Behavior in Integrated Marketing Communications? How consumers sense external information? How they select and use sources of information? How information is interpreted and given meaning? | CO 2 | 20 |
|  |  |  |  |  |
| 5. |  | “An image can convey more than words”, “There should be noise in the communication process” Elucidate these statements with reference to the role of Communication in Advertising:- | CO 3 | 20 |
| (OR) | | | | |
| 6. | a. | Explain the characteristics and criticisms of DAGMAR approach? | CO 1 | 10 |
|  | b. | Discuss the various factors influencing Advertising Budgets. | 10 |
|  |  |  |  |  |
| 7. |  | Develop an advertising campaign for Luxury cars. Fix a proper media planning by selecting the right media class, media vehicle and media schedule. | CO 3 | 20 |
| (OR) | | | | |
| 8. |  | Briefly discuss the legal and ethical issues in advertising with examples. | CO 2 | 20 |
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|  | | **Case Study(Compulsory):** |  |  |
| 9. |  | In the year 2010 Old Spice was dealing with a lot of problem. The sales were decreasing and the brand was dying. The number of competitors in the men’s body wash category had been growing and Old Spice wasn’t stacking up, in addition, the brand had long been associated with the scent of fathers and grandfathers, diminishing its appeal to the younger generation, an audience with incredible buying power and influence. It was clear that Old Spice was in need of a boost and that is exactly what happened after teaming up with Wieden + Kennedy, a Portland-based advertising agency, for their marketing campaign.  In 2010 Procter and Gamble launched the “The man your man could smell like” campaign with an online commercial starring ex NFL player Isaiah Mustafa. The ruggedly handsome man is shown in a bathroom clad in towel trying to tell the ladies out there that if their men used old spice body wash they will be like him or at least smell like him.  The commercials became instantly famous over YouTube with the campaign receiving a total of 6 million views on the first day itself and have received a total of 26 million views. The talk about the Old Spice guy was everywhere on blogs and on the social media forum.  After five months Old Spice decided to take it to the new level.  They wanted to engage and communicate on a more personal, intimate level, and so “The Response Campaign” was born. On the morning of July 13, 2010, Old Spice posted a simple message to Facebook and Twitter causing the campaign to become a viral sensation: - “Today could be just like the other 364 days you log into twitter or maybe the Old Spice man shows up @OldSpice”. For two days the Mustafa aka the Old spice guy kept on answering questions or responding to mentions on twitter through videos on YouTube. For this purpose as many as 180 videos were shot and uploaded on YouTube. He responded to individual Twitter users, celebrities, and influencers in short videos continuing with the humor and candidness of the original commercial. In order to choose which comments and questions to respond to, the crew built an application that scanned the Internet and looked for mentions along with the amount of influence of each fan. The creative team then chose messages that would allow them to produce the best creative content or would have the ability to embed themselves in an “interesting or virally-relevant community. Several factors were responsible for the success of this campaign. This was successful because of the seamless integration of the online and the traditional offline media. The campaign was able to create a personal bond with the people with people waiting every day in front of their systems waiting for the next video to be uploaded and hoping that in the next video they would be addressed. The real catch point was also that the advertisements rarely mentioned the old spice brand name but was still able to communicate with the people. The result the campaign showed was outstanding. It is regarded as one of the fastest growing and most popular interactive campaign in history. Statistics of the campaign, listed below, further solidify its place in social media history.  Day 1: The Campaign receives 5.9 million YouTube views.  Day 2: Old Spice has 8 out of the top 11 most popular videos on the web.  Day 3: Campaign touches 20 million views. Twitter following increased 2700%. Facebook fan interaction went up 800%. Traffic to Oldspice.com increased 300%. And Old Spice became the #1 all-time most viewed branded channel on YouTube  If we take the profitability into account then the campaign caused 27% increase in the sales within the first six months of the campaign release and Old Spice in firm as the no. 1 brand for body wash for men.  The campaign proves the fact that the most important thing that is important in Integrated Marketing is the marketing mix. In this case the mix was comprised on social media and interactive marketing which are not that costly but showed superb results. This lays stress on the fact that you don’t always require mass media to have the desired outcome, the proper mix is very important and you need something more than mere communication.  What do you think are the IMC strategies Old Spice used to create such a great impact? Analyze this case and exhibit the importance of Marketing Mix in IMC. | CO3 | 20 |