

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –III-EXAMINATION – WINTER-2023**

**Subject Code:4539212****Date: 06-12-2023****Subject Name: Integrated Marketing Communications****Time:10:30 AM TO 1:30 PM****Total Marks: 70****Instructions:**

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

- Q.1** Explain the meaning of the following terms. **14**
- (a) Personal Selling.
  - (b) AIDA
  - (c) SCM factors
  - (d) TRP
  - (e) SEO
  - (f) Cinema Advertising
  - (g) Social Media Advertising

- Q.2** (a) Define IMC. Discuss the process of Integrated Marketing Communications in detail. **07**
- (b) Explain various elements of communication process. How does a channel factor influence the receiver of the message? Justify your answer with suitable example. **07**

**OR**

- (b) What are response hierarchy models? Explain AIETA or Innovation Adoption Model with appropriate example. **07**
- Q.3** (a) How are advertising budgets prepared? Briefly discuss the advantages and disadvantages of using the objective and task method. **07**
- (b) “Sales figure is the yardstick to measure success of any IMC Programme”. Comment and validate your arguments with an appropriate example **07**

**OR**

- Q.3** (a) What is top-down approach of budgeting? Explain different methods of top down budgeting. **07**
- (b) Explain various types of message appeals with example. **07**
- Q.4** (a) What is Mobile Marketing? Explain various types of mobile marketing. **07**
- (b) List out various traditional media channels. Explain various components of print ad with examples. **07**

**OR**

- Q.4** (a) Explain Personal Selling’s role in promotion mix and IMC. **07**
- (b) Discuss the difference between pre-testing and post- testing. Give appropriate example of each. **07**

**Q.5**

**CASE STUDY:**

**GCMMF PANEER PLANS**

GCMMF tried its hand at Paneer marketing by testing a brand called Sugam, in Baroda in the mid 1990s. The product was refined, fine-tuned and ready for a large scale roll out. The real challenge was to overcome the 'freshness' barrier. Could Amul tackle doubts about its freshness? Freshness matters so much to the consumer that she is willing to go an extra mile, to her regular paneer shop for getting real fresh paneer ! Amul had already set up a cold chain to handle its ice cream marketing. It was felt that cold chain would help deliver 'freshness' to the discerning consumer. But it was felt that it had to be perceived differently from the neighbourhood paneerwala !

**Amul Malai Paneer**

It started with the name. Amul paneer was not just paneer but was 'malai paneer' connoting :

- The vital quality of paneer as its ingredient
- Made from rich cream
- A grainy texture that absorbs better (and is not rubbery)

The packaging was technologically designed to 'seal in' the freshness of paneer. The pack graphics portrayed an appetizing shot of a "paneer dish, "paneer peas masala". The pack's shelf (or freezer) appeal was aimed at giving it a premium feel!

**Communication for Amul Malai Paneer**

The communication task for Amul malai paneer was to drive home the point about it being soft, rich, creamy! It was felt that the basic benefits of a branded packaged product, like those of hygiene, weight, price, will be obvious to the consumer. The communication, therefore, had to work on selling the 'taste' of the product, more than anything else. The 'taste' had to be sold without going against any established beliefs that might exist in the consumers' minds. This, it was felt, would be best achieved through the use of humor.

The Amul paneer TV commercial was centred on the great taste of paneer (visually seen in softness and richness) which is so good that it even helps an amnesia patient recover his lost memory! The TV commercial was supported by limited press advertising during the launch phase. Amul malai paneer, as per Amul corporate values, was also priced attractively! Post-launch researches have shown that the brand has gained high trials. The TV commercial has been well remembered and liked. With Amul malai paneer, GCMMF has managed to open up yet another large opportunity for the Amul brand to take its message into more homes: 'The taste of India Rules!'

**Amul Malai Paneer : Brand Building Tips**

Ethnic foods can successfully leverage the emotional links of 'home-mother-wife' while offering the key benefits of 'taste' and 'ease of use'. Amul malai paneer advertising used humour in a 'home' setting to deliver its 'home taste' offer successfully.

- (a) Briefly comment on the advertising strategy of Amul malai paneer. **07**
- (b) What are the ways in which Amul malai paneer can generate awareness at the store level? **07**

**OR**

- Q.5** (a) Explain Amul's tagline 'The Taste of India' & Amul Girl Mascot as a successful branding strategy. **07**
- (b) What are the kinds of media vehicle options available for such mass market FMCG products **07**

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