

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - D1UA403T - Marketing Communication

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) As a marketing manager of your company, you are supposed to create effective online marketing campaign for energy drink in a degree college fest of your city. Discuss what type of content you will use and how you will utilize social media sites like Facebook, Twitter & LinkedIn for this purpose. K3 (6)
- 2) TechNova Solutions Inc. has been a leading player in the software development industry for over a decade, known for its innovative solutions and top-notch customer service. However, in recent months, the company has been facing a crisis. Several reports have emerged alleging a toxic work culture within the organization, including instances of harassment and discrimination. These reports have gained traction on social media platforms, leading to public outrage and a significant decline in the company's reputation. K3 (9)
- As a result of this crisis, TechNova has witnessed a mass exodus of employees, including several key executives, further exacerbating the situation. Clients have expressed concerns about continuing their partnerships with the company due to its tarnished image. The board of directors is deeply concerned about the long-term impact of these events on the company's brand and market position.
- Question 1: Given the severity of the allegations and the negative publicity surrounding TechNova Solutions Inc., outline a comprehensive strategy to rebuild the company's corporate image and restore trust among employees, clients, and the public. (5 Marks)
- Question 2: In addition to addressing the immediate crisis, develop a plan for TechNova Solutions Inc. to implement sustainable practices to foster a positive work culture and prevent similar issues from arising in the future, thereby strengthening its corporate image over the long term? (4 Marks)

- 3) You're leading a softdrink brand that's facing negative reviews and criticism on social media due to chemical component found in drink. Discuss how you would utilize brand management strategies to address the issues and regain consumer confidence? Conclude your answer giving suitable reasons. K4 (4)
- 4) The communications process can be modelled with source of message as the encoder and the recipient the decoder. The message may be distorted by 'noise' in the system. Illustrate the basic model of communication. Analyse how this can help marketers in their communications' decision-making. K4 (8)
- 5) Assume you're launching a new line of premium headphones with studio-quality sound. How would you utilize the marketing communication mix to appeal to audiophiles, showcase the headphones' immersive audio experience, and differentiate them from mass-market competitors? K4 (8)
- 6) The marketing communications mix is potentially made up of many things and is constantly undergoing transformation. Choose two contrasting product categories and highlight the likely communications mix differences when launching a product within each category. K5 (5)
- 7) Tata Nano, a compact city car manufactured and marketed by Tata Motors was launched at a price of one lakh rupees in the year 2008 but failed to sustain itself in the long run. Critique the marketing communication strategy adopted by Tata Nano which led to its failure. K5 (10)