

School of Business

Bachelor of Business Administration
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

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) Identify the role of personalized content in improving the effectiveness of online advertising. K3(3)
- 2) L'Oréal "Because You're Worth It" tagline has become synonymous with the brand's ethos of empowering individuals to feel confident and beautiful. How would you leverage this tagline in a new marketing campaign aimed at promoting a line of skincare products targeted towards millennial consumers? Provide your analysis. K4(4)
- 3) Develop a promotional event plan for a fashion apparel brand targeting millennials in NCR region. K3(6)
- 4) You've been tasked with developing a promotional program for a fitness apparel brand promoting a new line of activewear for yoga enthusiasts. Design a marketing strategy that includes social media challenges, influencer partnerships, pop-up yoga events, and branded content to engage yogis, showcase the performance features of the apparel, and drive sales. K6(6)
- 5) As the communications director for a tech startup, you're responsible for launching a new health app designed to improve mental health and well-being. Develop a targeted communication program to reach out to potential users, build trust in the app's efficacy, and encourage adoption among different demographic groups in NCR region. K6(6)
- 6) Assume you are a marketing manager for a multinational corporation, you're tasked with developing a global communication program to promote a new product line in chemical free skincare cosmetics. Outline the strategies you would employ to ensure consistency across diverse cultural contexts while effectively reaching target audiences in various regions. K4(8)
- 7) Television advertising, with its sight, sound, motion, emotion and K3(9)

progression is one of the prominent & influential media. Audia-Video & text is one of the most principal elements that make a Television Commercial. For making a television commercial, advertisers then need to think in terms of images. Can a mute commercial work on television? In what situations might it be suitable? Identify at least 10 tips to bear in mind while executing television advertising.

- 8) Qatar won the honor of hosting the 2022 FIFA World Cup, a first for the Middle East. It attracted a global audience of over 3 billion. Discuss the concepts of effective reach, effective frequency, ratings, gross ratings points, brand recognition, brand recall, and opportunities to see as they relate to World Cup advertising. K3(9)

Identify the advantages/disadvantages for a brand in advertising on television during the competition.

- 9) You are the marketing manager for a new OTT series set to premiere on a major streaming platform Netflix. The series is a thriller drama targeting young adults aged 18-35, particularly those interested in mystery and suspense genres. Your task is to develop a comprehensive marketing strategy to promote the series and attract a large audience. Outline your proposed marketing strategy, addressing the following aspects: K5(10)

(i) Describe the demographic and psychographic characteristics of your target audience. (5 marks)

(ii) Propose specific promotional activities or campaigns to generate buzz and excitement for your series. (5 marks)

- 10) In 1993, PepsiCo (Pepsi), the leading beverage company in the world, faced a crisis in the US market, which could have put the future of the company and its brand Diet Pepsi in jeopardy. On July 10, a Seattle TV channel reported that a man and his wife in Tacoma, Washington, had found a syringe in a can of Diet Pepsi. This was soon followed by a spate of reports that claimed that consumers had found objects such as a wood screw, a bullet, a cracked vial, and a broken sewing needle in the Diet Pepsi cans. Within no time, 52 such cases were reported from 23 states in the US. K4(12)

Questions for Discussion:

1. The contamination issue that could have snowballed into a major crisis for Pepsi subsided in a mere week, with limited damage in terms of sales and

company image. Industry experts attributed this to the effective crisis communication plan of Pepsi. Describe the communication strategies that you

would suggest to Pepsi in the above situation. (6 marks)

2. Pepsi took the aid of different media to implement its crisis communication plan and also to communicate with the concerned groups. Analyze the role of

television and VNRs play in effectively communicating Pepsi's stand and mitigating the nationwide panic. (6 marks)

11)

In today's digital age, media habits are intricately intertwined with lifestyle choices, shaping how individuals consume information, entertainment and connect with others. Media habits are the patterns and preferences of the target audience when it comes to consuming media and the content they watch. Salma, a 32-year-old urban professional, leads a fast-paced lifestyle working in a corporate environment. She commutes to work daily, relies heavily on her smartphone for communication, and values convenience and efficiency in her media consumption habits. Salma starts her day by checking her smartphone for news updates and emails during her morning commute. Throughout the day, she listens to podcasts or streaming music while working, exercising, or commuting. In the evenings, Salma unwinds by watching streaming services like Netflix or YouTube for entertainment or participates in online gaming sessions with her peers.

K6(12)

(a) Discuss how Salma's media habits reflect her urban lifestyle and professional responsibilities. Identify types of content and platforms are likely to resonate with Salma, given her reliance on mobile devices and on-the-go lifestyle. (6 marks)

(b) Discuss how brands can effectively target Salma through personalized and contextually relevant content that aligns with her preferences and interests while also considering her digital literacy and potential for online engagement (6 marks)

12)

Divya Bhaskar, a Gujarati language newspaper is a part of the Dainik Bhaskar Group, one of India's largest media conglomerates. Before its launch in Ahmedabad, the Gujarati newspaper market was dominated by established players like Gujarat Samachar and Sandesh. The primary objective of launching Divya Bhaskar in Ahmedabad was to disrupt the existing market dynamics and establish itself as a credible alternative to the incumbent newspapers. The Dainik Bhaskar Group aimed to leverage its expertise in the newspaper industry and its understanding of regional dynamics to capture a significant market share. The Dainik Bhaskar Group conducted extensive market research to understand the preferences and needs of the Gujarati-speaking population in Ahmedabad. This helped in designing content that resonated with the local audience. The launch of Divya Bhaskar in Ahmedabad was meticulously planned and executed. The newspaper leveraged the Dainik Bhaskar Group's resources and expertise to ensure a smooth rollout. Distribution channels were activated, editorial teams were mobilized, and marketing campaigns were launched well in advance of the official launch date. And also the launch of Divya Bhaskar in Ahmedabad exemplifies the power of strategic planning, innovative content, and effective execution in disrupting established markets. By leveraging

K5(15)

its strengths and understanding the needs of the local audience, the Dainik Bhaskar Group successfully established Divya Bhaskar as a leading Gujarati newspaper in Ahmedabad, setting a new benchmark for competition in the region.

(a) Discuss the role of market research in Divya Bhaskar's success in Gujarat. Do you think the research findings helped Divya Bhaskar in becoming the number one newspaper?(7 marks)

(b) Discuss how Divya Bhaskar can sustain its success in Ahmedabad and continue to grow its readership. Assess the potential challenges and opportunities that lie ahead for Divya Bhaskar in the evolving media landscape (8 marks)