



**NAVRACHANA
UNIVERSITY**
a UGC recognized University

School : School of Business and Law
 Program : MBA
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Course : Advertising and Promotion
 Date : 01/12/2021
 Time : 08:30 am 10:30 am

Course Code : MK301
 Total Marks : 40
 Total Pages : 2

Instructions:

- Write each answer on a new page.
 → * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BT L#
Q.1	Explain any five reasons behind 'Growing importance of IMC'.	5	CO1	BT1, BT2
Q.2	Explain any five 'Trade oriented Sales Promotion techniques'.	5	CO1, CO2	BT1
Q.3	Explain any five 'Advertising Execution' style.	5	CO2	BT1, BT2
Q.4	Explain 3 advantages and 3 disadvantages of magazine as an advertising medium.	5	CO2	BT1
Q.5	<p>The travel and tourism industry contributed a total of 208.9 billion U.S. dollars to GDP in India in 2016 – this accounted for approximately 9.6 percent of India's total GDP. India had the second highest total tourism GDP contribution in Asia- Pacific, behind China in 2016. India's contribution was more than double that of Thailand which had the third largest travel and tourism contribution. The industry also has a substantial effect on employment in India. In 2016, the sector directly provided more than 25.4 million jobs.</p> <p>For India, one of the reasons behind the success of tourism industry is Gujarat's innovative efforts to promote the state as a tourist destination. The state followed an integrated approach towards marketing communications, with the Gujarat government using various communication tools to reinforce the image of the state as 'Khusboo Gujarat Ki'.</p> <p>In its promotional campaigns, Gujarat highlighted Kutchh, Girnar, Somnath, etc. and later, a campaign executed on rich cultural heritage of Gujarat.</p> <p>Now, Gujarat tourism decided to develop a new advertising campaign based on Social Appeal (There are two types of emotional appeal - <i>Personal Appeal</i> and <i>Social appeal</i>) and decided NOT TO USE three Social Appeals i.e <i>Recognition</i>, <i>Respect</i> and <i>Status</i> for the campaign.</p> <p>Suggest two <i>Social appeals</i> for the campaign and justify the same.</p>	5	CO4	BT3, BT4
Q.6	GCMMF (Amul) manufactures value-for-money food products that include bread spreads, cheese, mithaee (ethic sweets), ghee, milk powders, fresh milk, curd products,	5		

	<p>ice creams, chocolate and confectionary, health drinks, and ready-to-serve soups. Amul is the mother brand for all products of GCMMF.</p> <p>Before Amul entered in the business, companies used conventional methods of advertising where the focus was only on the food products and the tone of the pitch was serious. Amul changed the way food products were communicated to the people in India. It always advertised its mother brand-Amul, and not its products like butter, pizzas, or cheese. The co-operative has been making extensive use of hoardings for promoting its flagship brand “AMUL BUTTER” since 1966, and all the set to enter the Guinness book of records for the longest run promotion campaign.</p> <p>I. As a brand manager of Amul, analyze the reasons for the success of GCMMF’s hoarding, which continue to evoke customer interest even after 39 years. Should Amul continue this campaign? Justify your stand for the campaign.</p> <p>II. Amul brand wants to create a new own brand mascot for ‘New Range of Cookies’ (like ‘Amul Bubbly Girl’ for butter) How Amul can establish the new mascot and also avoid confusion between Amul bubbly girl and new mascot for Cookies?</p>			
Q.7	<p>Till the year 2000, Life Insurance Corporation (LIC) held a monopoly in the life insurance market by virtue of being India’s only life insurance company in India. With the opening of the insurance sector to private players, LIC’s hold on the market was threatened. Big players like Tata-AIG, ICICI-Prudential, Max-New York Life, and Bajaj-Allianz entered the sector based on the expertise of their foreign partners and the brand equity the Indian company enjoyed with Indian customers. These private players, aided by aggressive marketing and better customer service, have started eating into LIC’s market share. This prompted LIC to revamp its marketing strategy and take on the competition. In 2000, LIC hired leading the consulting company Booz, Allen & Hamilton to suggest the best modalities to restructure the company and cope with the changing environment in the insurance sector.</p> <p>LIC has tried to improve its customer service levels through some major distributor relationship management initiatives. It launched a Wide Area Network (WAN) to interconnect its branches spread across various cities. This offered customers the flexibility to pay premium or check the policy status at any branch connected to the WAN. At present, 91 cities with 1966 branches have been covered under this network. Another technology initiative LIC undertook was the launch of Interactive Voice Responsive system (IVRS) that enabled customers to obtain information on their policies through the telephone or fax. This facility is now available in 58 cities. The company also started offering online premium payment services, using which customers can pay their premium online. LIC also concentrated on regaining lost customers. It launched special campaigns to revive lapsed policies to add more customers to their customer base.</p> <p>LIC reduced the number of advertising agencies it worked with from 45 to four for better execution of communication strategies. It allocated Rs 100 crore towards advertising in the year 2004-05. LIC’s present advertising strategy emphasizes strengthening the brand and enhancing its appeal to Target audience. Based on the available information, which of the following <i>Message Structure</i> should be used in the campaign and <i>why</i>?</p> <ol style="list-style-type: none"> i. Order of Presentation ii. Conclusion iii. Message two sidedness iv. Refutation v. Verbal vs. Visual 	10	CO4	BT3 BT4