

Psychologists have observed that in the Indian context, fairness is associated with power, superiority, and influence, and hence Indians prefer lighter skin. The introduction of fairness products in India has only reinforced age-old prejudices that equate fair skin with good looks.

Fairness cream manufacturers have exploited, and reinforced, this preference for fair skin, portraying it as a necessary prerequisite for success, and promoted the use of their products as a means of achieving that ideal. Monetary gains have been made notwithstanding the negative impact these products have engendered in terms of social consciousness and strengthening of stereotypes.

In this context, Emami's decision to use Bollywood superstar Shahrukh Khan (Khan) to promote its men's fairness cream brand, 'Fair & Handsome', had stirred a hornet's nest. In the TV spot, Khan was shown advising a sad-looking young man to start using skin-whitening cream to get the girl he wanted. The actor in the ad was clearly telling him that the fairness cream would boost his sex appeal.

This ad spot led the civil rights groups to spit fire at Khan. Critics felt that celebrities, being role models, should not endorse products that reinforce such stereotypes. In this connection columnist Shailaja Bajpai of The Indian Express, wrote, "When the reigning star of Hindi cinema publicly endorses a cream that openly advocates fairness, lightness of skin as desirable, nay, necessary, it is a damn bad show. How could he do it?" However, marketing experts contend that the issue is being blown out of proportion. Ad expert Alyque Padamsee, who directed this ad, said, "Everyone wants to look better. What's the difference between a woman using lipstick, Europeans using skin-tan lotion, and an Indian skin-lightening cream?"

**Question:**

- i. Point out the major issues involved in the case. **4**
- ii. Discuss the appeal used by the advertisements of fairness products. **6**

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Enrollment No.....



Faculty of Management  
End Sem (Odd) Examination Dec-2017  
MS5EM03 Integrated Marketing Communication

Programme: MBA Branch/Specialisation: Management / Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service? **1**  
(a) Advertising (b) Public relations  
(c) Direct marketing (d) Sales promotion
- ii. Which of the following major promotional tools use the telephone, mail, fax, e-mail, and the Internet to communicate directly with specific consumers? **1**  
(a) Advertising (b) Personal selling  
(c) Direct marketing (d) Sales promotion
- iii. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an: **1**  
(a) Advertising campaign. (b) Advertising objective.  
(c) Advertising criterion. (d) Advertising evaluation.
- iv. After determining its advertising objectives, a company next sets its \_\_\_\_\_ for each product. **1**  
(a) Advertising strategy (b) Advertising budget  
(c) Advertising goals (d) Advertising format
- v. Large advertisement deliberately styled to look the editorial in newspaper or magazine are known as: **1**  
(a) Infomercials (b) Advertorials  
(c) Print Advertisements (d) None of these
- vi. AIDA stands for awareness, \_\_\_\_\_, desire, \_\_\_\_\_. **1**  
Select correct option:  
(a) Interest and action (b) Intensity and Appeal  
(c) Involvement and Action (d) Involvement and Appeal
- vii. Media planners consider many factors when making their media choice, all of the following factors would be considered EXCEPT: **1**

[2]

- (a) The fashionability of the media  
(b) The media habits of target consumers  
(c) The nature of the product.  
(d) The type of message to be used
- viii. The measure of how many times the average person in the target market is exposed to the message is called: **1**  
(a) Reach (b) Frequency (c) Impact (d) Performance
- ix. Evaluation of advertising effectiveness after the campaign is termed as: **1**  
(a) Pre-test (b) Consumer Jury (c) Post Test (d) Recognition test
- x. In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad: **1**  
(a) Meaningful (b) Distinctive (c) Believable (d) Remembered
- Q.2 i. Briefly explain the IMC Promotion Mix. **3**  
ii. "Advertising brings long-term benefits but Sales promotion is for quicker results." Discuss. **5**
- OR iii. Discuss the different types of advertising with examples. **5**
- Q.3 i. Explain the essential elements of Advertising Copy. **3**  
ii. What are the different types of Advertising Appeals? Explain with examples. **5**
- OR iii. Name and describe the common methods for setting promotion budgets. **5**
- Q.4 i. Discuss the AIDA model briefly. **3**  
ii. Explain the various Creative Strategies for message design. **5**
- OR iii. What do you mean by Infomercials? Why do people buy through Infomercials? **5**
- Q.5 i. Define the term Reach & Frequency in advertng. **2**  
Attempt any two:  
ii. What are the different types of Media? **3**  
iii. Discuss the major functions of Ad agency. **3**  
iv. Explain the concept of Media Planning? **3**
- Q.6 Attempt any two:  
i. How do you measure the effectiveness of an advertisement? **4**  
ii. Advertising testing process reduces the financial risk for ad campaign. Explain. **4**

[3]

- iii. Discuss in brief about measuring the effectiveness of other programs. **4**
- Q.7 **Case Study on: Advertising of Fairness Creams**  
It was reported that a new fairness cream for men by a leading pharmaceutical company, endorsed by a renowned beauty specialist, would be hitting the local stores shortly. Most Indians, as also South Asians, have for long desired a fair complexion and their quest to shed the darker tone had prompted many Fast Moving Consumer Goods (FMCG) behemoths to venture into the business of manufacturing and marketing skin-lightening products, such as fairness creams, lotions, cold creams, and soaps.  
  
In particular, fairness creams have been very popular and many FMCG companies have come out with their own brands. For instance, Hindustan Unilever Ltd. (HUL) had a range of products under the brand name 'Fair & Lovely'. Other notable brands included Cavincare Ltd.'s 'Fairever', Godrej Group's 'Fairglow', Elder Group's 'FairOne' and Emami Group's 'Gold Turmeric' and 'Naturally Fair'. In addition to this, many global cosmetic brands had also begun offering skin-lightening products in the Indian market.  
  
According to industry experts, the emerging skin-lightening products industry in India was worth US\$318 million, and was growing at a fast rate, especially in the male-grooming sector. Skin-lightening products accounted for almost 40 percent of the Indian cosmetics industry. The growing awareness among men to look good and results of marketing research by the industry suggesting that 75 percent men were using fairness creams made for women prompted FMCG companies to manufacture separate fairness products to cater to the needs of both genders.  
  
The industry had used light-skinned models and even celebrities to endorse their fairness products, leading to a boost in the demand for skin-lightening products among the target audience.  
  
The marketing of fairness products had always been a controversial issue. Professional dermatologists have been skeptical about the effectiveness of these creams. According to them, these creams were only partly effective and merely act as sun-blocking agents, helping in preventing the skin from getting tanned.

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**MS5EM03 Integrated Marketing Communications  
Marking Scheme**

Q.1	i.	Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service? (d) Sales promotion	<b>1</b>
	ii.	Which of the following major promotional tools use the telephone, mail, fax, e-mail, and the Internet to communicate directly with specific consumers? (c) Direct marketing	<b>1</b>
	iii.	A specific communication task to be accomplished with a specific target audience during a specific period of time is called an: (b) Advertising objective.	<b>1</b>
	iv.	After determining its advertising objectives, a company next sets its _____ for each product. (b) Advertising budget	<b>1</b>
	v.	Large advertisement deliberately styled to look the editorial in newspaper or magazine are known as: (b) Advertorials	<b>1</b>
	vi.	AIDA stands for awareness, _____, desire, _____. Select correct option: (a) Interest and action	<b>1</b>
	vii.	Media planners consider many factors when making their media choices. According to the text, all of the following factors would be considered <u>EXCEPT</u> : (a) The fashionability of the media	<b>1</b>
	viii.	The measure of how many times the average person in the target market is exposed to the message is called: (b) Frequency.	<b>1</b>
	ix.	Evaluation of advertising effectiveness after the campaign is termed as: (c) Post Test	<b>1</b>
	x.	In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad: (b) Distinctive.	<b>1</b>

Q.2	i.	IMC Promotion Mix.	<b>3</b>
	ii.	Advertising – 2.5 marks Sales promotion – 2.5 marks	<b>5</b>
OR	iii.	Any 5 types of advertising with examples	<b>5</b>
Q.3	i.	Essential elements of Advertising Copy	<b>3</b>
	ii.	Types of Advertising Appeals – 3 marks Explanation with examples 2 marks	<b>5</b>
OR	iii.	5 methods for setting promotion budgets. 1 mark for each (1 mark * 5 = 5 marks)	<b>5</b>
Q.4	i.	AIDA model briefly.	<b>3</b>
	ii.	Any 3 Strategies for message design.	<b>5</b>
OR	iii.	Infomercials – 3 marks Reason for buying through Infomercials – 2 marks	<b>5</b>
Q.5	i	Reach - 1 mark Frequency - 1 mark Attempt any two:	<b>2</b>
	ii	6 types of Media (0.5 mark * 6 = 3 marks)	<b>3</b>
	iii	Any 3 major functions of Ad agency (1 mark * 3 = 3 marks)	<b>3</b>
	iv	Media Planning	<b>3</b>
Q.6		Attempt any two:	
	i	Measure the effectiveness of an advertisement	<b>4</b>
	ii	Advertising testing process	<b>4</b>
	iii	Measuring the effectiveness of other programs.	<b>4</b>

Q.7	Case Study	<b>5</b>
	<b>Advertising of Fairness Creams</b>	
	Que:1. Major issues	<b>5</b>
	Que:2. Discuss the appeal used	<b>5</b>

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