

[4]

The auto advantage managed to buy cars that other companies did not want to carry at drastically reduced prices and sell them to the customers they could educate concerning the shift from disadvantage to advantage. Within a few years, those high-priced diesel cars disappeared, and people once again fell in love with larger gas hogs. By then Barry's company was well established in the marketplace.

From there, Barry spent a great deal of energy making sure he understood the needs of his aging client base. Those who started families in the 1980s needed minivans in the 1990s. Those who were older and facing retirement often wanted low-maintenance cars. By carefully constructing his original message, that a person would gain an advantage by shopping at this lot, the business continued to succeed.

The next major challenge for The Auto Advantage may become the same one in which the company began. Oil prices started to rise, and the U.S. government created tighter pollution standards for almost every make and model of car. Some consumers again looked for more efficient autos, even hybrid gas-electric models as the new century began. Barry knew he would need to continue to adapt as the marketplace evolved. He continued to look for turnaround situations to find the edge to keep his clients happy with what they bought from the auto advantage.

- i. Should the auto advantage continue to advertise to baby boomer and older clients? **5**
- ii. Pick any one of the following appeals. Design a print advertisement for the auto advantage using that appeal. **5**
- (a) Fear  
(b) Humor  
(c) Emotional

\*\*\*\*\*

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management  
End Sem (Odd) Examination Dec.-2018  
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 of the following promotional tools is thought to be the most expensive to use? **1**
- (a) Advertising (b) Personal selling  
(c) Public relations (d) Sales promotion
- ii. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following? **1**
- (a) Advertising (b) Personal selling  
(c) Public relations (d) Sales promotion
- iii. The first step in developing an advertising program should be to: **1**
- (a) Set advertising objectives.  
(b) Set the advertising budget.  
(c) Evaluate advertising campaigns  
(d) Develop advertising strategy.
- iv. What is the task of a copywriter? **1**
- (a) Writing ads for different media (b) Evaluate marketing date  
(c) Editing and re writing copy (d) All of these
- v. Which of these is a Rational/Logical Appeal **1**
- (a) Price (b) Quality (c) Pleasant (d) Feature
- vi. Which of the following is not part of the AIDA model? **1**
- (a) Attention (b) Integration (c) Desire (d) Action
- vii. Which of these is not an Advertising Agency **1**
- (a) In-house Agency. (b) Creative Boutiques.  
(c) La Carte Agency. (d) Media Buying Agency.

P.T.O.

[2]

- viii. Which of the following media type has the advantage of being high in selectivity, low cost, immediacy, and interactive capabilities. **1**  
(a) Direct mail (b) Outdoor  
(c) Online (d) Radio
- ix. Evaluation of ads performed before a campaign begins is known as **1**  
(a) Pre-test (b) Consumer Jury  
(c) Post-test (d) Recognition test
- x. Copy testing is also known as **1**  
(a) Copy writing (b) Concurrent testing  
(c) Pre-testing (d) Preview
- Q.2 i. Mention important tools of Integrated Marketing Communication. **3**  
ii. What do you mean by advertising? Write various types of advertising with examples. **5**
- OR iii. Advertising provides the reasons to buy, while sales promotion provides incentives to buy. Explain. **5**
- Q.3 i. Define DAGMAR approach. **3**  
ii. Write short note on copy writing, script and storyboard. **5**
- OR iii. What are advertising appeals? Explain various types with examples. **5**
- Q.4 i. What do you mean by Creative Strategy? **3**  
ii. How Advertorials are different from Infomercials? Why do people buy through Infomercials? **5**
- OR iii. Explain the concept of AIDA model. How it will help in creative idea visualization. **5**
- Q.5 i. Define the term Media Strategy. **2**  
Attempt any two:  
ii. Explain any three Media objectives. **3**  
iii. What are the different types of Media? **3**  
iv. Discuss any three functions of advertising agencies? **3**

[3]

- Q.6 Attempt any two:  
i. Briefly explain different methods for testing of advertising effectiveness. **4**  
ii. Mention the various steps for measuring the effectiveness of promotional programmes. **4**  
iii. Elaborate the important challenges of measuring effectiveness of Advertising. **4**

Q.7 Analyse the case study and answer the questions asked at the end.

### **The Auto Advantage**

Barry Farber, owner of The Auto Advantage has 30 years of experience of selling used cars. The auto advantage had experienced a series of high and low points related to buyer whims and the nature of the industry. Barry is quick to point out that his strongest ally has always been a local advertising company that has helped him negotiate the troubled waters.

From the beginning, Barry has seen opportunities rise up and drift away. When he opened his modest lot in 1973, the first gas crisis was just emerging. People were dumping gas-hog cars and diligently looking for high-mileage cars and those fueled by diesel. In fact, Barry distinctly remembers offering a practically brand-new Ford Ltd. II, one of the most popular models of the time, at \$3,000 below its “blue book” value and not being able to find a buyer for weeks due to consumer fears about oil shortages and rising gas prices.

At that time, Barry’s new advertising agency manager, Wendy Mozden, pointed out an old technique that had worked wonders for years. She called it “turning a disadvantage into an advantage.” She learned the tactic by watching old Volkswagen commercials. The original “bug” was promoted as being ugly, but economical.

Consequently, The Auto Advantage placed ads in newspapers and on the radio focusing on the “value” an individual could obtain by trading down or across. Sales reps were instructed to convey to individual buyers that a person would have to buy an awfully large amount of gas at 55 cents per gallon before a large car would actually be costly.

## Marking Scheme

### MS5EM03 Integrated Marketing Communication

Q.1	i.	Which of the following promotional tools is thought to be the most expensive to use? (b) Personal selling	1
	ii.	The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following? (d) Sales promotion	1
	iii.	The first step in developing an advertising program should be to: (a) Set advertising objectives	1
	iv.	What is the task of a copywriter? (a) Writing ads for different media	1
	v.	Which of these is a Rational/Logical Appeal (b) Quality	1
	vi.	Which of the following is not part of the AIDA model? (b) Integration	1
	vii.	Which of these is not an Advertising Agency (c) La Carte Agency.	1
	viii.	Which of the following media type has the advantage of being high in selectivity, low cost, immediacy, and interactive capabilities. (c) Online	1
	ix.	Evaluation of ads performed before a campaign begins is known as (a) Pre-test	1
	x.	Copy testing is also known as (c) Pre-testing	1
Q.2	i.	Any six important tools of Integrated Marketing Communication 0.5 mark for each (0.5 mark *6)	3
	ii.	Meaning of advertising Any six types of advertising with examples 0.5 mark for each (0.5 mark *6)	5
OR	iii.	Advertising Sales promotion	5
Q.3	i.	Define DAGMAR approach. 0.5 mark for each alphabet meaning	3
	ii.	Copy writing	5

		Script	1.5 marks	
		Storyboard	1.5 marks	
OR	iii.	Advertising appeals Types of appeals with examples	2 marks 3 marks	5
Q.4	i.	Any three points Creative Strategy	(1 mark *3)	3
	ii.	Meaning of Advertorials and Infomercials Why do people buy through Infomercials	3 marks 2 marks	5
OR	iii.	Concept of AIDA model How it will help in creative idea visualization.	3 marks 2 marks	5
Q.5	i.	Media Strategy Any two points Attempt any two:	(1 mark *2)	2
	ii.	Any three Media objectives. 1 mark for each	(1 mark *3)	3
	iii.	Different types of Media 0.5 mark for each type	(0.5 mark *6)	3
	iv.	Any three functions of advertising agencies 1 mark for each	(1 mark * 3)	3
Q.6		Attempt any two:		
	i.	Any four methods for testing of advertising effectiveness. 1 mark for each	(1 mark * 4)	4
	ii.	Steps for measuring the effectiveness of promotional programmes. 1 mark for each step	(1 mark * 4)	4
	iii.	Challenges of measuring effectiveness of Advertising.		4
Q.7		Analyse the case study and answer the questions asked at the end. <b>The Auto Advantage</b>		
	i.	Auto advantage continue to advertise to baby boomer and older clients		5
	ii.	Design print advertisement for any one appeal.		5

\*\*\*\*\*