

2/26

1212N945

Candidate's Seat No : _____

IMBA (BI/IB/APR) Sem.-7 Examination

APR

IMC

Time : 2-30 Hours]

December-2024

[Max. Marks : 70

- Instructions :** (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No. **2, 3, 4** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

Q:1 Explain the meaning of Integrated Marketing Communication along with its tools (14)
with suitable example.

Q:2 Define advertising and explain the major decisions involved in it. (14)

OR

Q:2 Take any two famous advertising campaigns and write a note on their effectiveness (14)
on the business.

Q:3 Write a brief note on: (14)

1. Direct Marketing
2. Sales Promotion

OR

Q:3 Explain the DAGMAR Model with relevant examples. (14)

Q:4 Define sponsorship and explain its types with relevant examples of each. (14)

OR

Q:4 Explain the following terms in brief: (14)

1. Trade Shows
2. Personal Selling
3. Social Listening
4. Influencer Marketing
5. Public Relations
6. AIDA Model
7. FCB Model

Q:5 Read the following case-let and answer the questions to the points only: (14)
Coca-Cola's "Share a Coke" campaign, launched in Australia in 2011, targeted young adults and teens with an innovative sales promotion and direct marketing

strategy that encouraged customers to connect with the product personally. The campaign replaced Coca-Cola's iconic logo on bottles with popular first names, inviting customers to "share a Coke" with friends and family. By featuring the 150 most common names on bottles, Coca-Cola introduced a unique, personalized experience that resonated strongly with its audience. In stores, eye-catching displays highlighted these personalized bottles, while bundle deals encouraged customers to purchase multiple products, increasing the chances of finding different names for sharing. The direct marketing component took the campaign even further, leveraging social media platforms like Facebook, Twitter, and Instagram to engage customers and prompt them to share photos of their personalized bottles using the hashtag #ShareACoke. Coca-Cola also utilized email marketing to invite existing customers to search for bottles with their names and share the experience online. In certain regions, digital billboards allowed customers to submit their names, which would then be displayed on-screen as if a Coca-Cola bottle was customized specifically for them.

The "Share a Coke" campaign proved incredibly effective, driving a 2% increase in sales volume in the U.S. alone and expanding to more than 80 countries worldwide. The #ShareACoke hashtag went viral, generating thousands of user-generated images and posts that reinforced Coca-Cola's brand visibility and encouraged others to purchase. By creating a personal connection with customers, Coca-Cola strengthened brand loyalty, particularly among young adults and teens. This campaign demonstrated how personalized experiences, combined with direct marketing through digital channels, can drive both immediate sales and long-term customer engagement.

Questions:

1. How did the "Share a Coke" campaign utilize personalization to enhance customer engagement and brand loyalty?
2. What role did social media play in increasing the success of Coca-Cola's sales promotion efforts?