

Seat No. : _____

JG-104

January-2025

MBA-II, Sem.-III & Sem.-V

Integrated Marketing Communications

Time : 2:30 Hours]

[Max. Marks : 70

- Instructions :** (1) Attempt **all** Questions.
(2) **All** Questions carry equal marks.

1. Integrated Marketing Communications (IMC) has helped in organizing brand marketing better. Do you agree ? Explain with the help of an Indian example.
2. Consumer behaviour and its regular research helps in generating very good IMC. Explain in the light of advertisements of following brands/companies :
 - (a) Samsung smart phones
 - (b) IDFC Bank
 - (c) Toyota cars
 - (d) Amul

OR

2. Explain briefly the following with the help of an example :
 - (a) Barriers to effective marketing communication.
 - (b) Problems in using celebrity endorsers for brands.
3. How do you determine IMC objectives ? Explain briefly with examples.

OR

3. How significant is the role of creative strategy in IMC ? Explain in the context of following brands :
 - (a) Smith and Jones Ginger Garlic paste
 - (b) Tata Tea
 - (c) Citroen cars
 - (d) Bata shoes

4. Throw light on the following :
 - (a) Problems with Global Advertising
 - (b) Role of Support Media in IMC
 - (c) Self Regulation by Advertisers and Agencies
 - (d) Social and Ethical Criticisms of Advertising

5. Read the following text and answer the questions after it :

A well-chosen celebrity can draw attention to a product or brand- as Priceline found when it picked *Star Trek* icon William Shatner to star in campy ads reinforcing its low price image. Other prominent celebrity endorsers include Tom Brady for Under Armour, Mark Walberg for AT&T, Kristen Bell for Old Navy, Reese Witherspoon for Crate and Barrel, and Drew Barrymore for Crocs. Priceline's quirky campaigns have run for more than a decade and Shatner's decision to receive stock options as compensation reportedly has netted him millions of dollars for his work. The right celebrity can lend her or his image to a brand. To reinforce his high status and prestige image, American Express has used movie legend Robert De Niro and Martin Scorsese in ads. Celebrities are likely to be effective when they are credible or personify a key product attribute. Statesman- like Denis Hysbert for State Farm Insurance, Rugged Brett Favre for Wrangler jeans, and popular singer and actress Jennifer Hudson for Wright Watchers have all been praised by consumers as good fits. Celine Dion, however failed to add glamour-or sales-to Chrysler, and even though she was locked into a three-year \$1.4 million deal, she was let go. Ozzy Osbourne seems an odd choice to advertise "Can't Believe It's No Butter," given his seemingly perpetual confusion.

A Celebrity should have high recognition, high positive affect, and high "fit" with the product. Paris Hilton and Howard Stern have high recognition but negative affect among many groups. Tom Hanks and Oprah Winfrey, on the other hand, could successfully advertise a large number of products because they have extremely high ratings and familiarity and likeability (known as the Q factor in the entertainment industry). Celebrities can play a more strategic role, too, not only endorsing but also helping to design, position, and sell merchandise and services. Nike often brings its elite athletic endorsers in on product design. Tiger Woods, Paul Casey, and Steward Cink have helped to design, prototype, and test new golf clubs and balls at Nike Golf's research and development facility. Beyonce(Pepsi), will.i.am(Intel), Justin Timberlake(Bud Light Platinum), Alicia Keys(BlackBerry), and Taylor Swift(Diet Coke) have all been designated "ambassadors" for their brands with various creative duties and responsibilities. Some celebrities lend their talents to brands without using their fame. A host of movie and TV stars do uncredited commercial voice-overs, including Jon Hamm(Mercedes Benz), Morgan Freeman(Visa), Matt Damon(TD Ameritrade), Jeff Bridges(Duracell), and George Clooney(Budweiser). Although advertisers assume that some viewers will recognize the voices, the main rationale for using them is the actors' voice talent and skill.

Using celebrities pose certain risks. The celebrity might hold out for a larger fee at contract renewal or might even withdraw. And just like movies and album releases, celebrity campaigns can be expensive flops. The celebrity might lose popularity or, even worse, get caught in a scandal or embarrassing situation, as did Tiger Woods, Michael Phelps, and Lance Armstrong. Besides carefully checking endorsers' backgrounds, some marketers are choosing to use more than one to reduce their brand's exposure to any single person's flaws. Another solution is for marketers to create their own brand celebrities. Das Equis Beer, imported from Mexico, boosted U.S. sales by more than 20 percent during the last recession by riding on the popularity of its 'Most interesting Man in The World' ad campaign. Suave and debonair, with a distinct voice and silver beard, his character has hundreds of thousands of Facebook friends, despite being completely fictitious. Videos of his exploits log millions of views on YouTube. Das Equis has made it possible for customers to "call" him and listen to a series of automated voicemail messages.

(Source: Marketing Management, Kotler, Keller, Chernev, Sheth, Shainesh, 16e, PEARSON, 2022, Page No. 288)

Questions :

- (1) Why do you think that a well chosen celebrity can add market value and respect for a brand ? Explain in the context of examples from the above text.
 - (2) What can be the risks of celebrity endorsement ? How can these be minimized ?
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