

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM-IV)**

Subject Name: **Integrated Marketing Communication**

Time: **02.00 hrs**

Sub. Code: **PGM42**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
Q. 1: (A). What is the 'Big Idea' in advertising? Q. 1: (B). What is the primary purpose of a 'Message Appeal' in advertising? Q. 1: (C). What is meant by Traditional media? Q. 1: (D). What is PPC? Q. 1: (E). What is ASCI?	CO1	L1 and L2
(Entire Sec A to be assigned one CO.)		
<u>SECTION – B</u>		
All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)		7 x 3 = 21
Questions	CO	Bloom's Level
Q. 2: (A). You are launching a new fitness app targeting beginners. What three key features would you highlight in your marketing campaign to attract users, and why? (discuss with brand example) Or Q. 2: (B). You work for a startup offering online courses. What would be your top three strategies for using email marketing to increase course enrollments? (internal choices with two questions corresponding to the same CO)	CO2	L3
Q. 3: (A). A company wants to run a promotional campaign with a 'buy one, give one' offer, donating products to underprivileged communities. How would you design the promotion to ensure transparency and ethical execution of the campaign, avoiding any misleading promises? Or Q. 3: (B). A brand wants to promote its product using testimonials from satisfied customers. How would you ensure that the use of testimonials adheres to ethical standards, and what guidelines would you follow to avoid deceptive endorsements? (internal choices with two questions corresponding to the same CO)	CO3	L3

<p>Q. 4: (A). You are tasked with improving the brand image of a struggling car manufacturer. What three messaging strategies would you implement in your marketing efforts?</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). If you were responsible for creating a video advertisement for a new smartphone, what key features would you focus on, and what tone would you adopt in the video?</p> <p>(internal choices with two questions corresponding to the same CO)</p>	CO4	L4 and L5
<p><u>SECTION – C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom’s Level
<p>Q. 5: Case Study: Vivo celebrates the spirit of homecoming in latest Diwali ad</p> <p>Background: Vivo, a leading global smartphone brand, launched a heart warming Diwali campaign to celebrate the spirit of homecoming. The ad focuses on the emotional aspect of Diwali, highlighting the importance of family and togetherness. Vivo chose this festive season to create a strong emotional connection with its audience, reinforcing the brand’s image of being a part of their personal and family moments.</p> <p>The Story: The ad revolves around a young professional working in a big city, unable to visit home for Diwali due to his work commitments. He feels a deep longing to celebrate the festival with his family but is constrained by his professional life. However, his Vivo smartphone becomes a bridge between him and his family, allowing him to stay connected during the festive season. As the story unfolds, a surprise element brings him back home just in time to celebrate Diwali with his loved ones, emphasizing the emotional aspect of reunion and the role technology plays in connecting people.</p> <p>The ad ends with the tagline: "Celebrate the spirit of Diwali with Vivo – Stay Connected, Stay Together."</p> <p>Vivo smartly positions its product, not just as a technological gadget but as a facilitator of human connection, emphasizing the emotional benefits of staying connected with family during festive times. The ad effectively ties together Vivo’s brand message and the sentimental aspect of Diwali homecoming.</p> <p>Key Themes:</p> <ol style="list-style-type: none"> 1. Emotional Appeal: The ad plays heavily on emotional messaging, creating a deep resonance with viewers, particularly those who live far from home. 2. Cultural Relevance: Diwali, being a significant festival in India, provides an excellent opportunity for brands like Vivo to connect with Indian consumers. 3. Technology as a Connector: Vivo smartphones are shown as more than just devices; they enable users to stay connected with loved ones, even when they are physically apart. 	CO5	

<p>4. Surprise Element: The climax of the ad introduces a heartwarming twist, with the protagonist finally making it home for Diwali, creating a memorable and emotionally satisfying ending.</p> <p>Brand Impact: The campaign not only promotes the features of Vivo smartphones but also strengthens the brand's emotional association with its audience. By positioning its product as an enabler of human connection during important festivals, Vivo resonates with the values of family, culture, and tradition, creating a strong emotional bond with consumers.</p> <p>Questions:</p> <p>Q. 5: (A). Which channels (e.g., television, social media, digital platforms, in-store promotions) should Vivo prioritize for its Diwali IMC campaign? What rationale supports the choice of these channels based on consumer behavior during the festive season?</p> <p>Q. 5: (B). Who is the primary target audience for Vivo's Diwali ad campaign? What demographic, psychographic, and cultural factors should Vivo consider when segmenting this audience, and how would these factors influence the campaign's messaging?</p> <p>(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p>		
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	7 Marks
CO5	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering
- L2= Understanding
- L3= Apply
- L4= Analyze
- L5= Evaluate
- L6= Create