



**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA PUBLIC RELATION AND ADVERTISING – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**APR 8322 - Integrated Marketing Communication**

**(For current batch students only)**

**Time: 2 Hour Max Marks: 50**

**This paper contains TWO printed pages and TWO parts**

1. **Answer any THREE questions in about 250 words each. (3X10= 30)**
2. “People don’t buy brands. They buy intangibles”. Do you agree or disagree with this statement? Give five reasons in support of your point of view.
3. What are “intrinsic value” and “perceived value” for a brand? How do they co-relate with each other?
4. What are the various steps a Brand Manager must follow while positioning a brand? You can use a brand of your choice as an example while structuring your answer.
5. The Brand Resonance model has become a pivot for designing Integrated Marketing Communications Campaigns. Describe the five stages of the model.
6. In the Hierarchy of Effects, the usage stage is a stage of constant reinforcement of both the tangibles and intangible attributes of the brand. How important is “After Sales Service” as a tool of reinforcement? Give three examples.
7. **Answer any ONE question in about 500 words each. (1X20=20)**

6. Dove Beauty Bar, in 1993, created a new category for itself by positioning itself out of the soap category. Today the brand has an extended offering and leveraged itself into talc, hair care, moisturisers etc. You have joined as the new Marketing Associate on the brand and have been briefed with the task of examining whether the brand can now be extended into the health and wellness category.

Create a new positioning matrix for the brand in this category with at least three new offerings. You can use any of the positioning models. Further for the communication strategy identify which stage of the Hierarchy of Effects you would begin the new communication from. (You can use sketch pens etc for the modelling or branding units)

7. Manjit Singh, the Marketing Manager of the just launched ApnaCola is in a dilemma. For over 3 decades, the Indian non-alcoholic beverages market had been dominated by American cola brands. ApnaCola prided itself on being a desi Cola, in that the taste profile had a bit of chatpata masala and a lingering paan aftertaste. Consumer trials in Andhra Pradesh had shown a lot of promise. The Telugu audiences particularly loved it and were pairing it with their spicy Andhra biriyanis and thali meals. Both Coke and Pepsi have distinct positioning stances vis-a-vis the Indian consumer market.

Develop a launch strategy for ApnaCola that includes the following –

* A clear profiling of the core users and the secondary audiences.
* A marketing strategy and brand mantra for the cola brand. Your strategy must cover, SKU sizes, pricing, markets etc.
* The media choices that you will use for the awareness and trial stages.
* One Promotional idea for getting awareness and trail at one go.

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