



March-2016

SYBMS OP3AAAQ  
Mktg)

IMCA

Time: 2.5hrs

Marks:75

- Q.1 Attempt any 2 out of 3**
- a) Explain IMCA in detail. State its features. 7 1/2
  - b) Discuss model of IMC planning process. 7 1/2
  - c) State and explain various objectives and hierarchy of IMC. 7 1/2
- Q.2 Attempt any 2 out of 3**
- a) Define coupons and discuss its benefits and limitations. 7 1/2
  - b) What is personal selling. State its features. 7 1/2
  - c) Define public relations. Explain steps and process in public relations. 7 1/2
- Q.3 Attempt any 2 out of 3**
- a) Define advertising. State its types. 7 1/2
  - b) Discuss the elements of print advertisements. 7 1/2
  - c) State and explain various guidelines for the client to presence relationship with advertising agency. 7 1/2
- Q.4 Attempt any 2 out of 3**
- a) Define budget. Explain in detail its factors. 7 1/2
  - b) State the arguments for and against to measure towards effectiveness. 7 1/2
  - c) Explain pre-testing furnished Broadcast ads and physiological measures. 7 1/2
- Q.5 Case study. 15**

**KNORR**

Knorr is gearing up with lot of activities for its dry Soup mix offering, which it claims enjoys a 70% market share in the soup segment. In an attempt to strengthen its market leader position and make a place in the daily Indian menu, it is launching a campaign across media. For the first time ever, it has launched a tag line for the brand. The new tag line, Tummy bhi Khush, Mummy bhi Khush

Will be popularized through a television commercial. .....2

Knorr Soups has positioned itself as a healthy snack which will not affect the child's hunger for the last meal of the day. The big strategic thrust for Knorr in this re-launch is to find a role for Soups in the daily Indian Menu.

The campaign, an integrated communication program, will include multi-lingual commercials, out-of home (OOH) media tactics, print advertising, experiential sampling sessions and even presences in new media.

This campaign aims to strengthen the brand, which has offerings in soups, cubitas, meal kits and pastas worldwide as compared to Soup mixes and ready to cook meals segments in India.

**Questions :**

- (a) Frame a new advertising strategy for Knorr Soups.
- (b) Set-up IMC module for Knorr Soups.
- (c) What according to you, should be three sales promotion tools for Knorr Soups.