


Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Integrated Marketing Communication (IMC) Program: BBA (DB)/Mktg Course Code: MKTG 2036	Semester: III Time : 03 hrs. Max. Marks: 100
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Instructions: Attempt all sections

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question	20	CO1
	(i) Marketing communication has a positive impact on GDP? a. True b. False (ii) Which of the following is an ad? a. Communication message on TV to buy Covieshield booster vaccine b. Communication message on newspaper for polio drops c. Message by PM Modi on Twitter to wear masks d. Communication message on Radio for social distancing (iii) The statement ‘I like to go rafting and trekking every weekend’ reflects which of the following values: a. Collectivism b. Modernism c. Individualism d. Adventure (iv) An example of an advertorial is----- (v) ‘The best a man can get’ is tagline for? a. Apple b. Toyota c. Gillete d. Coke (vi) Corporate advertising is _____ (vii) A chat bot a.) Is a manufacturing company.		

	<p>b.) Is a distributor c.) Helps address doubts of consumers d.) Is a product</p> <p>(viii) Which of the following is NOT true? (a.) Marketing communication on social media is increasing (b.) Radio can reach regional consumers (c.) Television is a cheap media (d.) Newspaper has a short life</p> <p>(ix) Which of the following is not allowed in IMC? (a) An ad that describes the comparative features of brands (b) A series of ad on a common theme (c) An ad that is based on exaggeration or fantasy (d) An ad with false claim</p> <p>(x) Which of the following is not a sales promotion technique? (a) Discount (b) Forward integration (c) Money back offer (d) Buy one get one free</p>		
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SECTION B 4Qx5M= 20 Marks			
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Q	Statement of question	20 Marks	CO2
Q1.	Explain types of Integrated Marketing communication with at least five examples.	5M	
Q2.	Explain the objectives of sales promotions with examples.	5M	
Q3.	What is creativity? Explain how creativity can help design effective marketing communication.	5M	
Q4.	Explain at least five message strategies for making an advertisement with examples.	5M	

SECTION-C 3Qx10M=30 Marks			
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Q	Statement of question	30 Marks	CO3
Q1.	<p>Discuss the advantages and disadvantages of traditional media with digital media platforms with examples.</p> <p style="text-align: center;">OR</p> <p>Discuss the advantages and disadvantages of various tools for Integrated Marketing communication with examples.</p>	10M	

Q2.	Explain the significance of culture in designing marketing communication for a firm with examples.	10M	
Q3.	Discuss unethical issues in advertising and sales promotion with examples.	10M	

SECTION-D
2Qx15M= 30 Marks

Q1.	Read the following text and attempt the questions that follow.	30 Marks	CO4
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Offers, discounts, impulse: How retailers use psychology to make you shop

Studies suggest that as much as 50% of all groceries are sold because of impulsiveness - and over 87% of shoppers make impulse buys.



15M

You might think that you only buy what you need, when you need it. But whether you are [shopping](#) for food, clothes or gadgets, the retailers are using the power of psychological persuasion to influence your decisions – and help you part with your cash. If you think back,

I'll bet there's a good chance that you can remember walking into a grocery store only to find the layout of the shop has been changed. Perhaps the toilet paper was no longer where you expected it to be, or you struggled to find the tomato ketchup.

Why do shops like to move everything around? Well, it's actually a simple answer. Changing the location of items in a store means that we, the customers, are exposed to different items as we wander around searching for the things we need or want. This ploy can often significantly increase [unplanned spending](#), as we add additional items to our baskets – often on impulse – while spending more time in the shop.

Buying on impulse

In fact, [studies suggest](#) that as much as 50% of all groceries are sold because of impulsiveness – and over 87% of shoppers make impulse buys.

ADVERTISING

While it is complicated and affected by many factors, such as a need for arousal and lack of self-control, it is known that [external shopping cues](#) – “buy one get one free” offers, discounts and in-store promotional displays, for example – play a key role.

An appealing offer can lead to a rush of temporary delight, and this makes it harder to make a rational buying decision. We're overcome by the perceived value of the “saving” if we buy the item in the here and now – so we ignore other considerations such as whether we really need it. The need for instant gratification can be hard to ignore.

Bundling is [another technique](#) that retailers use to trigger impulse buying.

You've probably seen it quite often. Complementary products are packaged together as one product, with one price, which often provides a substantial discount. Game consoles, for example, are often sold together with two or three games, and grocery stores have

“meal deal” bundles and even web pages dedicated to a whole range of [bundle offers](#).

[Shopping](#) can be friend or foe

While these strategies can help to swell the profits of retailers, they can also contribute to problems for their customers.

Impulse buying can undoubtedly affect a [consumer’s mental wellbeing](#). It increases feelings of shame and guilt, which in turn can lead to anxiety, [stress and depression](#).

And it’s potentially even more serious when buying on impulse leads to excessive buying, especially if people spend money they don’t have.

But there are some positives, too.

Online [shopping](#) has been found to give a dopamine boost, as it is released into our brains when we anticipate pleasure. So while we wait for our purchases to arrive, we [tend to feel more excited](#) than if we had bought things in store. If this pleasurable feeling is well managed, then there’s no harm in it. But, sadly, it doesn’t always end there.

That fleeting feeling of pleasure can sometimes lead to the onset of a [shopping addiction](#). This can happen when a consumer wants to continuously experience the feel-good “hit of dopamine”, so they fall into a pattern of buying more and more items until it gets [out of control](#).

On the flip side of the coin, shopping can help [restore a person’s sense of control](#).

When we’re feeling unhappy or anxious, we tend to think that everything is out of our control. But as shopping allows us to make choices – which shop to go to or whether we like an item – it can bring back a feeling of personal control and reduce distress. So it can be a more meaningful activity than many think.

	<p>Retailers can help us too</p> <p>While retailers might not be keen to reduce the amount of shopping we do, they could, if they wish, help to influence our buying decisions more positively.</p> <p>There is a pressing need to combat obesity in most countries of the world. That’s why the UK government has decided to restrict the promotions of unhealthy foods – those high in free sugars, salt and saturated fats – in prominent store locations from October 2022.</p> <p>It’s a strategy that could help.</p> <p>Removing tempting treats from the checkouts can help to reduce the amount of sugary foods that are bought – in some cases by as much as 76%. And a recent study found that by increasing the availability and promotions of healthier food options (such as stocking low-fat chips next to regular chips) – and making them more visible through positioning and clever use of signage – shoppers can indeed be encouraged to make better choices.</p> <p>Ultimately, the key to resisting goods we don’t want, or need – and making healthy decisions – lies with us. It helps to be conscious of what we are doing while shopping. A good personal strategy is to try to browse less and use a shopping list instead – and try to only buy what’s on it. But be kind to yourself, because it can be easier said than done.</p> <p>Do you think discounts and offers impact consumer buying? Support your answer with examples from your personal experience in addition to those that are mentioned in the above text.</p> <p style="text-align: center;">OR</p> <p>Critically evaluate the strategies of retailers to promotion sales from the perspectives of consumer ethics.</p>		
Q2.	Do you think ‘Fair and Lovely’ is an unethical product or the company does unethical advertising? Why did Unilever change the tag line of Fair and Lovely to ‘Glow and Lovely’? Discuss keeping in background some of the recent Fair and Lovely advertisements.	15 M	