

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III SEMESTER

1915306 – INTEGRATED MARKETING COMMUNICATION

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UNIT – I – INTRODUCTION TO ADVERTISEMENT

SYLLABUS: Concept –definition-scope-Objectives-functions-principles of advertisement – Social, Economic, and Legal Implications of advertisements – setting advertisement objectives – Advertisement Agencies – the Advertiser and the Advertising Agency interface - Selection and remuneration – Advertisement campaigns.

PART- A

S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Define Advertisement.	Level 1	Remembering
2	Illustrate the various factors for the selection of an ad agency.	Level 2	Understanding
3	What are the objectives of Advertising?	Level 3	Applying
4	Classify the economic impacts of advertising.	Level 4	Analysing
5	Determine the social aspects of advertising. Give examples.	Level 5	Evaluating
6	What are the legal aspects of advertising?	Level 6	Creating
7	List out the functions of Advertisement.	Level 1	Remembering
8	Mention a few functions of advertisement.	Level 2	Understanding
9	What is an advertising agency?	Level 1	Remembering
10	Outline the meaning of IMC	Level 2	Understanding
11	What facts would you show on an incentive-based compensation?	Level 3	Applying
12	List out the disadvantages of advertisement.	Level 4	Analysing
13	What are the implications of the AIDA model?	Level 5	Evaluating
14	Formulate a DAGMAR model of marketing communication.	Level 6	Creating
15	Mention the criticism of the DAGMAR approach.	Level 1	Remembering
16	What is the meaning of an Ad campaign?	Level 1	Remembering
17	Summarize the functions of advertising agencies.	Level 2	Understanding
18	Construct the meaning of celebrity endorsement.	Level 3	Applying
19	Categorize the roles of an advertising agency.	Level 4	Analysing

20	How does the commission system of remunerating advertising agencies operate?	Level 1	Remembering
21	Compare the advantages & disadvantages of Ad.	Level 2	Understanding
22	Mention any two reasons for the failure of advertising campaigns.	Level 1	Remembering
23	List the Factors of IMC development in Indian Origin.	Level 1	Remembering
24	List the few successful Ad campaigns.	Level 2	Understanding

PART- B

S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Explain in detail the role and functions of Advertisement in detail.	Level 1	Remembering
2	Describe the social, economic, and legal implications of advertising.	Level 2	Understanding
3	Discuss the advantages and disadvantages of advertisement.	Level 3	Applying
4	Explain the factors determining advertising objectives along with the requirements for setting suitable advertising objectives.	Level 1	Remembering
5	Discuss the reasons for the growth and importance of IMC. How does it differ from traditional advertising and promotion?	Level 2	Understanding
6	Why do companies need advertising agencies (Functions/Role) and what criterion is used to select advertising agencies?	Level 3	Applying
7	Classify the different types of advertising agencies and the services they perform.	Level 4	Analysing
8	Assess the different methods of compensating advertisement agencies.	Level 5	Evaluating
9	Elaborate on a detailed account of the structure and operations of the advertising industry.	Level 6	Creating
10	Write the various aspects to be considered while developing a good advertising campaign.	Level 1	Remembering
11	Explain the major steps for planning an advertising campaign.	Level 2	Understanding
12	Examine the reasons for growth and the importance of integrated marketing communications. How does it differ from traditional advertising and promotion?	Level 3	Applying
13	Categorize the different methods of compensating advertising agencies.	Level 4	Analyzing
14	Detail the functions of an advertising agency with examples	Level 1	Remembering
15	Demonstrate the criteria for the selection of advertisement agencies.	Level 2	Understanding
16	Examine in detail the AIDAS model of marketing communication.	Level 4	Analyzing
17	How would you describe DAGMAR? Explain how marketers might use DAGMAR in establishing objectives.	Level 1	Remembering

PART - C

S. No.	QUESTIONS
1	<p>An Advertising agency prepared a number of print advertisements for a new product introduction. The agency agreement called for compensation on a commission basis. At the request of the client, it was agreed to include special effects in the Ad. The final Ad was to the satisfaction of the client but the product manager of the company criticized the Ad executive for its high cost. Further, the product manager explained that he misunderstands what aspect of the Ad campaign was covered under the commissioned agreement.</p> <p>The company requested the agency to send a team so that they could spend two days with the product manager brainstorming the ideas and developing the framework for their brochure. An accounts executive, public relation person in charge, and copywriter was sent by the agency to its client premises. According to the product manager, it was a great success. Later, after about a week, the client received a bill for the above exercise which the agency had billed on an hourly basis. The product manager thought that it would be on a project basis.</p> <p>Generally, due to reasons as cited above client/agency relationship gets raddled with problems. Sometimes problem never gets sorted out and termination of the relationship is the only answer. Since getting into a new agency time-consuming process, most clients put up with their agencies. Some companies evaluate the performance of their agencies on a regular basis. The client and agency must do an evaluation, in performance appraisal, there must be a ranking system from exceptional to unacceptable. Agency must be given a chance to correct its mistake and termination should be based purely on an evaluation basis.</p> <p>Questions:</p> <p>What steps should have been taken to avoid this situation? (5 Marks)</p> <p>Besides payment, what other factors can cause misunderstanding and fallout in the relationship between client and agency? (5 Marks)</p> <p>What criteria should be used to evaluate the agency? Be Specific. (5 Marks)</p>
2	How Consumer Orientation affects Advertising?
3	What are the Methods of Classification of Advertising?
4	Define the Creation Stage and how it is implemented by an advertising company.
5	<p>Advertising Ethics Case Studies:</p> <p>Social Responsibility for SUVs: an Oxymoron?</p> <p>Social Responsibility for SUVs: an Oxymoron? Your agency has had the Lexus auto account for a year now – which is your pride and joy. As a young copywriter, you consider yourself lucky to be working on such a prominent account. You are involved in the roll-out of the launch of their latest SUV. One of the creative concepts that are most beloved by the account execs and your creative director is a humorous campaign featuring people who bought the new Lexus SUV going out to buy more upscale items to match the luxurious style of their new vehicle – like a bigger house, designer clothing, and a pedigree dog. The campaign slogan is “everything else is going to have to step it up a notch.” We see their old clothing being put in the dumpster, their smaller house being demolished, and their new shitzu turning his nose up at their orange tabby cat. You have a good rapport with your boss so you go ahead and express your concern that this campaign seems to promote environmentally unfriendly, over-consumptive lifestyles and shallow, materialistic values. He reminds you that the campaign is meant to be lighthearted but portrays the new SUV as the most luxurious and stylish thing a person owns. “At least they aren’t replacing their kids,” he jokes. “But seriously, the only values we are worried about are making this product valued as a hot new item to buy,” he states pragmatically. “Come on, you know it will appeal to the middle to upper middle class urban and suburban demographic Lexus is targeting,” he goes on to explain, “and besides,</p>

people who are buying SUVs aren't die-hard environmentalists anyway, so the campaign won't upset them." "Yes, but they aren't the only ones who are exposed to this national campaign," you counter cautiously, "nor are they the only ones affected by the extra greenhouse gases the car emits or the pet overpopulation problem." "Well you know that Lexus is currently working on an eco-friendly hybrid SUV that will be launched in a few years," he explains, "when that comes out we can worry about less consumptive values at that time when it is more appropriate to the product's USP. For right now, you should remain focused on the fact that we are selling a luxury SUV, kiddo." Recognizing the concern still showing on your face, he softens and offers you a chance to pitch an idea to him next week that you think is more responsible but still meets the client's needs for premier image and sales. You thank him and head off to your cubicle to figure out how to make an expensive SUV promote responsible values – perhaps what you are asking for doesn't make sense after all.

QUESTIONS:

1. What are the specific ethical problems you see with the "step it up a notch campaign" as it stands (consider interested parties, values, means, and ends)?
2. Explain how Kant, Aristotle, and John Stuart Mill might have felt about this campaign.
3. What points, if any, did your creative director make that make the "step it up a notch" campaign seem more ethically sound than you might have originally thought?

UNIT – II – ADVERTISEMENT MEDIA

SYLLABUS: Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - Media (Readership/ Viewership) Research - related to sales – Media strategy and scheduling. Design and execution of advertisements-Message development–Different types of advertisements–Layout–Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. Digital and Social Media advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements.

PART- A

S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Define the Advertisement Media.	Level 1	Remembering
2	List out the Roles of Media.	Level 2	Understanding
3	What are the forms of outdoor advertising Media?	Level 3	Applying
4	What is media frequency?	Level 1	Remembering
5	Infer the meaning of TRP in media.	Level 2	Understanding
6	How would you use advertising media?	Level 3	Applying
7	Distinguish the difference between TRP and GRP.	Level 4	Analysing
8	Evaluate the meaning of broadcasting media.	Level 5	Evaluating
9	How would you test "Advertisement appeal"?	Level 6	Creating
10	Define Media scheduling.	Level 1	Remembering

11	Summarize the difference between reach and frequency in media scheduling.	Level 2	Understanding
12	What approach would you use for rational appeal?	Level 3	Applying
13	Examine how a media planner does.	Level 4	Analysing
14	what copywriting advertisement?	Level 5	Evaluating
15	In what way would you design the elements of a copy?	Level 6	Creating
16	Define the social media campaign objective.	Level 1	Remembering
17	Outline the roles of copywriting in print media.	Level 2	Understanding
18	Identify the different types of layouts.	Level 3	Applying
19	Contrast the layout of the advertisement.	Level 4	Analysing
20	Relate the meaning of pop-up Advertisements.	Level 1	Remembering
21	Write the meaning of industrial advertising.	Level 2	Understanding
22	How would you measure the share of the audience?	Level 1	Remembering
23	Find the meaning of Cost Per Thousand (CPM).	Level 1	Remembering
24	What is mean by Media Research?	Level 1	Remembering

PART- B

S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	List the types of media plans at are the problems faced by the media planner.	Level 1	Remembering
2	Compare and contrast the advantages and disadvantages of types of media.	Level 2	Understanding
3	Construct the steps in developing a media plan.	Level 3	Applying
4	How do you analyze a particular vehicle in media type? Discuss the same with the components of the advertisement budget.	Level 4	Analysing
5	(i) Compare the major advantages and disadvantages of television advertising?	(7)	Evaluating
	(ii) Name a product and suggest three media that you would use to advertise that product. Justify your media mix choices.	(6)	
6	Discuss the methods of research to measure advertising effectiveness. Describe a good advertising layout.	Level 6	Creating
7	What are the factors considered in media planning? Describe the media plan development process.	Level 1	Remembering
8	Discuss the methods of media scheduling with examples.	Level 2	Understanding

9	Enumerate the stages of message development decisions.	Level 3	Applying
10	What is media research? How relevant are they in measuring the validity and impact of advertisements?	Level 1	Remembering
11	Summarize the various types of advertisement copy with examples.	Level 2	Understanding
12	How would you use the Media Planning Process and Promotional scheduling?	Level 3	Applying
13	Distinguish the major advantages and disadvantages of magazines as a print medium.	Level 4	Analysing
14	What are the important factors that should be considered in market analysis in developing a media plan?	Level 1	Remembering
15	Illustrate and explain the ways in which advertising messages can be executed.	Level 2	Understanding
16	Analyze the ways in which advertising happens on the internet.	Level 4	Analysing
17	Describe different media available for advertising giving their suitability.	Level 1	Remembering

PART - C

S. No.	QUESTIONS
1	<p>Read the case given below and answers the questions: "The Gujarat Co-operative Milk Marketing Federation (GCMMF) is India's largest food products organization. It manufactures value-for-money food products that include bread spreads, cheese, ethnic sweets, ghee, milk powders, health drinks, and ready-to-serve soups GCMMF handles around 6.9 million liters of milk per day with a producer membership base of 2.4 million. AMUL is the mother brand of all the products of GCMMF. Before AMUL entered the picture, companies used conventional methods of advertising where the focus was only on the food products and the tone of the pitch was serious. AMUL changed the way food products were communicated to the people in India. It always advertised its mother brand - AMUL and not its products like butter pizza' and cheese. Secondly, AMUL used hoardings and posters extensively and handled them with smart executions. The pitch was tangy, comic, humorous, and very contemporary for example when a movie was released the next day banner announced: "Young De Basanti with Amul slogan on a famous scandal, the banner read "Satyam, Sharam, Scandalam" with AMUL butter jam" written beneath. GCMMF also introduced "AMUL GIRL", a cartoon character that became a household name in India. Question: Analyze the reasons for the success of GCMMF hoardings which continue to evoke interest even after 39 years of its existence. To what extent do you attribute the success to topical advertising?</p>
2	Define Media Planning Process with all the steps in the development of the Media Plan.
3	Doing business without advertising is just like looking at a beautiful girl in the dark, you know what you are doing but others don't. comment
4	Classification of Advertising Media.

5	“Money spent on advertisement is not wasteful.” Critically examine this statement.
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UNIT – III – SALES PROMOTION			
SYLLABUS: Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types - Consumer and Trade Promotions – Trade-oriented and consumer-oriented. Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Outsourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.			
PART- A			
S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Define Sales Promotion.	Level 1	Remembering
2	Differentiate between advertising and sales promotion.	Level 2	Understanding
3	What are the objectives of promotion?	Level 3	Applying
4	Examine the meaning of trade-oriented sales promotion.	Level 4	Analysing
5	Evaluate the different types of Trade Promotions.	Level 5	Evaluating
6	What way would you design for “Event marketing”?	Level 6	Creating
7	Mention a few international Promotional strategies.	Level 1	Remembering
8	What are the features of Integrated Marketing Communication?	Level 2	Understanding
9	List out the objectives of Integrated Marketing Communication.	Level 3	Applying
10	Why the sales promotion is important?	Level 4	Analysing
11	Why do salespeople require Skill training?	Level 1	Remembering
12	How would you rephrase the meaning of bonus/premium?	Level 2	Understanding
13	Define the term “coupon”.	Level 3	Applying
14	Inference the advantage of a bounce-back coupon.	Level 4	Analysing
15	Assess the term “Promo”.	Level 5	Evaluating
16	What is your opinion of the term “Advertorials”?	Level 6	Creating
17	What is the importance of sales promotion in Marketing?	Level 1	Remembering
18	List the factors which influence sales promotion growth.	Level 2	Understanding

19	What are the positive and negative effects of sales promotion on brand volume?	Level 3	Applying
20	Contrast the meaning of Interactive/Online/Internet Marketing.	Level 4	Analysing
21	Find the meaning of brand switching.	Level 1	Remembering
22	What do you think about the problems or risks involved in sales promotion?	Level 2	Understanding
23	List any two tools for online sales promotion activity.	Level 1	Remembering
24	What is social media? What are types of social media?	Level 1	Remembering

PART- B			
S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Describe the different sales promotion techniques in trade and consumer-oriented with examples	Level 1	Remembering
2	Demonstrate the various objectives that may be sought when using the internet in an IMC strategy. State some of the measures used to determine the effectiveness of a website.	Level 2	Understanding
3	Develop the concept of integrated promotions. Discuss the role of integrated promotion elements in different stages of the product life cycle with suitable examples.	Level 3	Applying
4	Examine the scope and role of sales promotion. Describe different types of sales promotion activities.	Level 4	Analysing
5	Determine the importance of coordination with various promotion techniques with examples.	Level 5	Evaluating
6	Compile the different types of sales promotion activities. Elaborate on the consumer promotion-oriented goods used by retailers to encourage them to make a purchase.	Level 6	Creating
7	Explain the national and international promotional strategies.	Level 1	Remembering
8	How would you explain the factors that are responsible for the rapid growth of sales promotions?	Level 1	Remembering
9	Explain the advantages and disadvantages of outsourcing sales promotion.	Level 2	Understanding
10	Experiment with the chart and explain the various types of sales promotion techniques used by the "Jewelers" industry in India.	Level 3	Applying
11	Distinguish the major sales promotion devices, grouped by Target Audience.	Level 4	Analysing
12	List the different types of sales promotion objectives. Give examples.	Level 1	Remembering
13	Illustrate the Timing of Sales Promotion & Explain the five essential elements of a successful sales promotion.	Level 2	Understanding
14	What are the ways in which advertising happens on the Internet?	Level 4	Analysing

15	How would you show your understanding of the promotions made by online vendors like “Flipkart” in India?	Level 1	Remembering
16	Describe the IMC process along with the coordination within various promotion techniques.	Level 1	Remembering
17	What is online sales promotion? Discuss the tools of online sales promotion.	Level 2	Understanding

PART - C

S. No.	QUESTIONS
1.	<p>History: Unilever Plc., the parent company of Hindustan Unilever Ltd Status: Has 18% market share in the bathing soaps category, worth Rs. 6,000 crores. Brand story: Lifebuoy landed on Indian shores in 1895 when the country was in the grip of a plague epidemic. With its positioning as a powerful germicidal and disinfectant, and with a strong carbolic smell, it was what the nation was looking for. But the health advantage waned over time as competitors came out with soaps that promised both health and beauty. The 1970s were challenging times for the brand, especially in the rural markets, its mainstay. The biggest challenge was to break the mold and do clutter-breaking advertising, says Manoj Tapadia, creative director at Lowe India, the advertising agency for Lifebuoy.</p> <p>It was around 2002 that the product moved from being a hard soap to a mild soap that delivered a significantly superior bathing experience. The new soap had a refreshing fragrance and its overall positioning changed, painting its promise of health in softer, more versatile, and responsible hues for the entire family. The packaging was also changed: The rugged-looking packs were soon replaced with a softer pinkish cover. This was followed by a series of ads highlighting the soap’s germ-fighting benefits.</p> <p>Lifebuoy had become a family soap with hygiene as its core promise. For a soap that had been relegated to toilets, Lifebuoy has gathered new adherents in an age where more consumers are getting concerned about germs and cleanliness says Arvind Sahay, professor of marketing at the Indian Institute of Management, Ahmedabad.</p> <p>Lifebuoy has 112 years of existence in India and has constantly reinvigorated itself. In the last five years, it has touched nearly 100 million Indians across 44,000 villages says the Head, personal wash, HUL. Right from the early days, the brand has preferred effective communication with celebrities. An exception is its recent, limited exposure campaign with cricketer Yuvraj Singh.</p> <p>Question: What makes the advertising agency promote the product in the hard era? Conclude your understanding of the advertising agency strategy.</p>
2	Elaborate on Consumer Promotion & its types.
3	Describe Channel Promotion/ Trade Promotion & its promotional tool.
4	What do you think about Sales Promotion Budgeting?
	<p>DHL used to have one-price-fits-all list prices for shipping packages in the United States and around the world, and when potential customers called for rates DHL scared them off by asking for more than FedEx or UPS. With Web pricing tools, DHL tested the market by offering cold callers different prices to see how low prices could go and still make a profit. In the end, DHL wound up changing hundreds of prices. There were plenty of surprises. Most prices did go down, but the company did not have to match the competition. In fact, by lowering prices a bit, DHL’s “ad hoc” business not only</p>

stabilized but it also grew. For instance, of people who called to get a quote, 17% were actually shippers prior to the pricing overhaul. The new prices have increased the ratio to nearly 25%. Constant price revision, however, can be tricky where consumer relationships are concerned. Research shows it tends to work best in situations where there is no bond between the buyer and the seller. One way to make it work is to offer customers a unique bundle of products and services to meet their needs precisely, making it harder for them to make price comparisons. This tactic is being used to sell software, which is vulnerable to price wars because the cost of producing more copies is near zero. Application service providers are 'renting' their software and support by the month instead of selling an unlimited-use license.

The tactic most companies favour, however, is to market perfect pricing as a reward for good behaviour rather than as a penalty. For instance, shipping company APL, Inc., rewards customers who can better predict how much cargo space they will need with cheaper rates for booking early. Customers are getting savvier about how to avoid buyer's remorse. They are changing their buying behaviour to accommodate the new realities of dynamic pricing – where prices vary frequently by channels, products, customers, and time.

Questions

1. Under what conditions will dynamic pricing be smart and successful pricing?
2. Explain the success of DHL's ad-hoc business from a pricing perspective.

UNIT – IV – PERSONAL SELLING

SYLLABUS: Introduction – Meaning – Functions- Personal selling process – Evaluation – Compensation – Motivation- Territory Management – Sales Report Preparation and Presentation- Ethical Issues

PART- A

S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Define personal selling with an example.	Level 1	Remembering
2	Infer the pros of personal selling.	Level 2	Understanding
3	Identify the 7 Step approach to personal selling.	Level 3	Applying
4	Analyze the personal selling strategies.	Level 4	Analysing
5	Interpret short notes on i) Push strategy ii) Pull strategy	Level 5	Evaluating
6	Why personal selling is so expensive?	Level 6	Creating
7	What are the functions of personal selling?	Level 1	Remembering
8	Mention a few ethical issues involved in personal selling.	Level 2	Understanding
9	Define pre-sale preparation.	Level 3	Applying
10	What is meant by sales promotion?	Level 4	Analysing
11	List the qualities that make a good salesperson	Level 1	Remembering
12	How would you achieve your sales targets?	Level 2	Understanding

13	How to utilize the territory map?	Level 3	Applying
14	Distinguish Bait and switch advertising.	Level 4	Analysing
15	Evaluate how you create a territory plan.	Level 5	Evaluating
16	What outcome would you predict for the firms establishing sales territory?	Level 6	Creating
17	How is sales territory mapping?	Level 1	Remembering
18	Outline the meaning of the sales summary report.	Level 2	Understanding
19	Construct a short note on Surrogate selling	Level 3	Applying
20	Simplify the meaning of sales presentation mix.	Level 4	Analysing
21	How do you outline a sales presentation?	Level 1	Remembering
22	Interpret why is ethics important in sales.	Level 2	Understanding
23	What is ethical behavior in selling?	Level 1	Remembering
24	List the examples of ethical behavior.	Level 1	Remembering

PART- B			
S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Define personal selling. Explain the importance of personal selling from the point of view of customers and manufacturers.	Level 1	Remembering
2	Demonstrate the physical and mental qualities of salespersons engaged in personal selling.	Level 2	Understanding
3	Identify the social qualities of salespersons engaged in personal selling.	Level 3	Applying
4	Analyze how does b2b Personal Selling differ from b2c personal selling?	Level 4	Analysing
5	Do you think that to be a successful salesperson only personal and mental qualities are sufficient? Interpret with reasons in support of your answer.	Level 5	Evaluating
6	Discuss the different steps you would follow for selling FMCG goods.	Level 6	Creating
7	Explain in detail the ethical issues involved in personal selling.	Level 1	Remembering
8	Highlight the nature of personal selling. How can personal selling be evaluated?	Level 2	Understanding
9	Write a note on sales force compensation. Also, highlight the types of compensation plans.	Level 3	Applying
10	List the major factors organizations consider when designing sales territories.	Level 1	Remembering
11	Interpret the objectives of personal selling & write its pros and cons.	Level 2	Understanding
12	Organize the role of personal selling as a tool of direct marketing.	Level 3	Applying

13	Categorize the various motivational tools for a Salesperson.	Level 4	Analysing
14	Describe an effective sales compensation plan.	Level 1	Remembering
15	Elucidate the Ethics and Salesperson.	Level 2	Understanding
16	Classify the factors influencing the ethical behaviour of salespeople.	Level 4	Analysing
17	Define the Buyers' view of Unethical sales Behaviour & write a checklist for Ethical decisions.	Level 1	Remembering

PART - C

S. No.	QUESTIONS
1	How would the sales presentations differ in the following cases? (A) Selling a life insurance policy (B) Selling office computers.
2	A salesman need not possess any quality if the product is good. Do you agree with the statement? Give reason
3	'Advertising is salesmanship print'. Elucidate the statement.
4	<p>The concept of direct selling has been used in India for quite some time by companies like Lotus Learning, Eureka Forbes, and LB Publishers. But it became more popular in the late 1990s, with direct marketing majors like Amway, Tupperware, Oriflame, and Avon, starting their operations in the country. Direct marketers generally use the MLM (multi-level marketing) model.</p> <p>In this model, a person signs up as an agent or distributor of a direct selling company and is entitled to purchase its products at discounted rates. The agent is then permitted to begin selling the company's products and also to recruit new agents, thus forming a chain of agents. The commission received depends on the number of agents recruited and the total business done by the chain.</p> <p>Tupperware India Pvt. Limited, the wholly owned subsidiary of Tupperware Corporation, USA, started its operations in India in 1996 with a focus on kitchenware and plastic products useful in three areas – food storage, food serving, and food preparation.</p> <p>Tupperware marketing communications strategy. 'A multimillion-dollar direct response campaign, the company maintained its personal selling approach but modified its party format to accommodate the increasing limitations for working women, installed a toll-free number to links customers to a local dealer, catalogues were originally available only for dealers, hosts and hostesses, they were made accessible to everyone and reached 30 million people.</p> <p>Question: To what extent did the various below-the-line sales promotion campaigns help Tupperware tackle competition and improve its brand image? Why has Tupperware avoided using above-the-line promotions to increase its presence in India?</p>
5	With the help of an example, discuss the format of a sales report.

UNIT – V – PUBLICITY AND PUBLIC RELATIONS

SYLLABUS: Introduction – Meaning – Objectives –Scope-Functions-integrating PR into Promotional Mix- Marketing Public Relations function- Process of Public Relations-advantages and disadvantages of PR-Measuring the Effectiveness of PR- PR tools and techniques. Difference between Marketing, PR, and Publicity -- Social publicity – Web Publicity and Social media – Publicity Campaigns

PART- A

S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	List the elements of the Promotional Mix.	Level 1	Remembering
2	Classify any two reasons why good public relations are necessary.	Level 2	Understanding
3	Construct the term "social Publicity".	Level 3	Applying
4	Write the meaning "Power of Publicity".	Level 4	Analysing
5	List the disadvantages of publicity.	Level 5	Evaluating
6	What is the role played by Public Relations?	Level 6	Creating
7	Define Public relations.	Level 1	Remembering
8	List out the scope of Public relations.	Level 2	Understanding
9	How the effectiveness of PR is measured.	Level 3	Applying
10	Write down the types of PR.	Level 1	Remembering
11	Outline the important objectives of MPRs.	Level 2	Understanding
12	How would you use the advantages and disadvantages of MPR?	Level 3	Applying
13	Contrast the meaning of "PUFF".	Level 4	Analysing
14	Assess the risks associated with publicity.	Level 5	Evaluating
15	Formulate the list of the PR tools.	Level 6	Creating
16	Tell any few tools for publicity.	Level 1	Remembering
17	Demonstrate the relationship between marketing, PR, and Publicity.	Level 2	Understanding
18	How would you show your understanding of PR in Corporates?	Level 3	Applying
19	Categorize the advantages of PR consultancies over the In-house PR department.	Level 4	Analysing
20	Write down the direct communication methods used in PR.	Level 1	Remembering
21	How is a press release different from a press tour?	Level 2	Understanding
22	Name the social media used for publicity.	Level 1	Remembering
23	Choose two important de-merits of social media in marketing.	Level 1	Remembering
24.	Mention the disadvantages of Public relations.	Level 2	Understanding

PART- B			
S. No.	QUESTIONS	BT LEVEL	COMPETENCE
1	Describe the term public relations and the process of public relations.	Level 1	Remembering
2	Demonstrate how to measure the effectiveness of PR. Explain the tools and techniques used to measure PR effectiveness	Level 2	Understanding
3	Describe the functions and advantages of public relations in detail.	Level 3	Applying
4	What are the tools and techniques of PR? Elucidate.	Level 4	Analysing
5	Develop how to Apply the budgeting techniques followed by various public relations firms	Level 3	Applying
6	Distinguish PR and Media Relations.	Level 4	Analysing
7	Explain MPR Structure. How does it add value to the promotion program?	Level 5	Evaluating
8	Discuss the advantages and disadvantages of PR	Level 6	Creating
9	How are PR departments funded by business firms? List the differences among public and Private PR departments in the domains of (i) Research (ii) Counseling and (iii) evaluation.	Level 1	Remembering
10	Illustrate the dynamics of web-based publicity possibilities to the current generation of consumers. What are the tools for publicity?	Level 2	Understanding
11	How would you use "Publicity? "Any Publicity is a Good Publicity". Do you agree? Justify.	Level 3	Applying
12	Analyze the dynamics of web-based publicity possibilities for the current generation of consumers.	Level 4	Analysing
13	How would you explain the Publicity Campaign?	Level 1	Remembering
14	Summarize the different Social Publicity methods. Explain the recent surge in the growth of Social media marketing.	Level 2	Understanding
15	Categorize the role of Social Media in Publicity.	Level 4	Analysing
16	Is social media a boon or a bane to marketers? Discuss.	Level 1	Remembering
17	Give a detailed description of publicity campaigns.	Level 2	Understanding

PART - C	
S. No.	QUESTIONS
1	<p>Colgate-Palmolive had a unique marketing challenge in launching Colgate Wisp, its new mini disposable toothbrush. Colgate began introducing the mini brush in April 2009 with help from Big Fuel, a social media marketing agency. The mini brush created a new product category for Colgate and meant marketing to a young, urban target—18- to 25-year-old men and women—a demographic the personal care giant doesn't typically focus dedicated attention on. It was clear that the company needed to figure out how to introduce the product into relevant conversations and contexts where its college student and young professional target hangs out.</p> <p>Challenge: Colgate wanted to get Wisp into the hands of young, urban consumers who are active daters. The audience is active and mobile and dating opportunities can be created in an instant via</p>

	<p>text. —Wisp is almost a brand-new product category, said Avi Savar, Founding Partner and CEO of Big Fuel. —It's an on-the-go product. The biggest challenge for us was making the product and brand relevant to the young consumer market.</p> <p>Not surprisingly, Colgate turned to social media to help it launch a multi-pronged campaign. But who wants to —friend or follow a disposable toothbrush on Facebook? Colgate and Big Fuel tackled the challenge by conducting a lot of research. Big Fuel worked up several creative strategies and tested the concepts. —We wanted to know, what does this product represent or mean to the audience? Savar said.</p> <p>Typically, Colgate talks to moms, but with Wisp, the marketer knew it needed unique social media components to introduce the product and seed interest. Big Fuel worked closely with Y&R and VML, Colgate's creative and digital agencies respectively on the TV campaign, microsite, online banners, and social media elements.</p> <p>Question: How Colgate Used Online Video, Social Media, and Mobile to Drive Engagement and Purchase Intent Colgate-Palmolive had a unique marketing challenge.</p>
2	Write down the Pros and Cons of Publicity:
3	If you are a PRO then write down your Role and Functions as a Public Relations Officer.
4	How do you market Public Relations?
5	Publicity campaigns play an important role in sales of the product- Discuss.