

(10)

MB-203(M3)

Brands are no longer limited just to the canvas of their packaging. With the QR code, they get access to the infinite canvas of the internet.

- (1) Evaluate the different functions that can be performed by QR code as a tool for marketing communication. (CO4)
- (2) QR code technology has become a trend for marketing communication that all brands are now riding. Justify the above statement with suitable reasons. (CO5)

MB-203M3

680

H

Roll No. ....

**MB-203(M3)**

**M. B. A. (SECOND SEMESTER)**

**END SEMESTER**

**EXAMINATION, June, 2023**

**INTEGRATED MARKETING  
COMMUNICATION**

**Time : Three Hours**

**Maximum Marks : 100**

- Note :** (i) This question paper contains two Sections—Section A and Section B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each sub-question carries 10 marks.
- (iv) Section B consisting of case study is compulsory. Section B is of 20 marks.

**P. T. O.**

(2)

MB-203(M3)

**Section—A**

1. (a) Describe the role of integrated marketing communications in the marketing program of an organization. (CO1)
- (b) Describe the different stages in hierarchy of marketing communication effects framework. (CO1)
- (c) Describe the different elements of promotion mix and mention their roles in marketing communication. (CO1)
2. (a) Discuss the different budgeting methods used by the organizations for marketing communications. (CO2)
- (b) Illustrate the different sales promotion tools used for consumer promotion. (CO2)
- (c) Demonstrate the different methods for measuring the effectiveness of advertising message. (CO2)
3. (a) Elaborate the importance of sales promotion as an element of marketing communication mix. (CO3)

(3)

MB-203(M3)

- (b) Explain the role performed by advertisement agencies in the advertising management process. (CO3)
- (c) Explain the different steps in the process of media planning and analysis. (CO3)
4. (a) Analyze the different factors that need to be considered in selecting celebrity endorsers. (CO4)
- (b) Analyze the specific factors that a company should consider when selecting sponsorship. (CO4)
- (c) Analyze the role of public relations in integrated marketing communications. (CO4)

**Section—B**

5. **Caselet (Compulsory)** (CO5)  
Why QR codes are the new favourite tool of advertisers ?  
What connects automobile brand Bajaj Auto to food and grocery delivery platforms Dunzo and Swiggy ?

*P. T. O.*

The answer lies in a technology that originated in the 1990s. They have all used QR codes as the central character in the storytelling for their recent campaigns. And, they are not the only ones. Brands like PepsiCo, Oyo and Cadbury Celebrations have also not shied away from joining the bandwagon.

Bajaj Auto launched a campaign wherein they shared a short video ad on television with a QR code at the end. The QR code led to a longer piece of communication promoting the same product.

While the world keeps talking about how people don't like advertising, this campaign proved that ads will always work if you put in the right elements. Within the 24 hours that the campaign was live, it got 200,000 scans.

"It was a very simple idea, born out of what's happening in our customers' lives nowadays. Our customers are quite digitally savvy. We

wanted to leverage this to our advantage. So we said, 'Let's get people to actually scan a code to go and see a slightly longer piece of our communication'," says Narayan Sundararaman, head of marketing, Bajaj Auto.

"This has actually validated the fact that people want to engage with communication or information about our brand if it is two-way," he adds.

Swiggy also took the help of QR to break the clutter this festive season. They left consumers and the advertising industry perplexed with their Diwali campaign which had nothing to do with Diwali. The brand released a cryptic image with illustrations and asked its users to put on their detective hats and tell them, "Why is this a Swiggy ad". Reports suggest that around 8 lakh users became a part of the discussion.

(6)

MB-203(M3)

During the 15th edition of the Indian Premier League, Dunzo used its 20 second ad spot to project a QR code with text that said, "Inconvenience is regretted. Convenience is not." It has been reported that the brand's traffic increased 10 times due to the campaign. A technology that was developed in the 1990s, QR codes saw massive adoption during the pandemic as smartphone brands started integrating QR code scanners in their software. The major reason for the popularity of QR code was its versatility. From sending money to sharing phone numbers to landing on any website on the internet, QR codes can do anything. In a webinar organised by Path to Purchase Institute, Peter James, vice president of product strategy at Digimare, said, "The really nice thing about QR codes is that they're essentially a link to anywhere on the internet. So anything that's accessible via a browser or a

(7)

MB-203(M3)

native app can be accessed from your phone from a QR code."

"We can bring the physical items into the digital world and create these really interesting experiences and this allows brands to be much more flexible and flexibility in their campaigns allows them to tell their brand stories in much more engaging ways," he added.

With respect to ease of use of QR codes for marketers, Neeraj Ruparel, head of mobile and emerging tech, GroupM India, said, "The click throughs can be easily tracked, giving data to marketers to understand the performance metrics and attribution at different touchpoints. QR codes are the new normal in advertising and will see an increasing adoption."

Brands like Oreo have used QR along with AR (Augmented Reality) to help consumers turn physical objects into digital coupons.

P. T. O.

Ruparel says, "Traditional brands have a bigger opportunity to leverage QR codes. Given that traditional brands have a large offline presence and distribution channels that give them exposure to a larger audience via footfalls and eyeballs, they can use these at strategic points specific for use cases."

"For example, retail stores can place QR codes on checkout counters to collect feedback, drive engagement for loyalty programs for earning/burning rewards by sharing invoice copies, doing away with the need to print and share invoice copies by giving the invoice copies on Whats app (thus adopting green practices and reducing paper usage and their carbon footprint)."

QR codes are already being used by quick service restaurants and food and beverage cards and waiters who take orders.

establishments to replace printed menu FMCG firms are implementing QR codes on packaging to get customer feedback and repeat

services. business. FMCD businesses utilise QR codes to post service requests, which enhances the customer experience and aids marketers in better marketing their Brands can connect with their consumers by giving them all the details about their product that they cannot due to the limitation of packaging. In the webinar, James mentioned, "Brands have the opportunity to share the full history of the product. So we know where they were made. We know in what factory they were made, which country they are made in, where they've been and how they've been engaged with. And that means that brands who have a good sustainability message to share with consumers can do so directly through those products."