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**Roll No. ....**

**MB-203(M3)**

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

**MID SEMESTER**

**EXAMINATION, April, 2023**

**INTEGRATED MARKETING**

**COMMUNICATIONS**

**Time : 1½ Hours**

**Maximum Marks : 50**

**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.

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**Section—A**

1. (a) Describe the role of integrated marketing communications in the marketing program of an organization. (CO1)
- (b) "Targeting decision is the initial and most fundamental of all marketing communication decisions." Comment on the statement. (CO1)
- (c) Describe the different stages in hierarchy of marketing communication effects framework. (CO1)
2. (a) Explain DAGMAR approach and discuss the characteristics of marketing communication objectives. (CO2)
- (b) Explain the different budgeting methods used by the organizations for marketing communications. (CO2)
- (c) Explain the different stages in marketing communication decision making process. (CO2)

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3. (a) Illustrate the different elements of promotion mix and mention their roles in marketing communication. (CO3)
- (b) Explain the different environmental issues associated with integrated marketing communication practices. (CO3)
- (c) Examine the role of regulatory bodies in advertising with reference to India. (CO3)

**Section—B**

4. **Caselet (Compulsory)** (2×10 = 20)

**Responsible marketing : Not child's play**

A recent survey revealed that over 50 percent of parents in India believe if their children did not come across packaged food advertisements targeting kids, they would consume less amount of unhealthy packaged food. In addition, 92 percent of the citizens surveyed are in favour of the government having a rule that prohibits brands from targeting children via advertisements of packaged foods.

Several actors and celebrities are often roped in by promoters in their advertisement campaigns

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on print, TV, digital and even social media platforms to lure consumers into buying their products and services. The survey received over 24,000 responses from consumers located in 304 districts of India.

Often children are used in marketing campaigns to promote products, including packaged foods like ice cream, chocolate, chips, juice, etc., to influence children who in turn persuade their parents into making purchases guided by their choice.

Even as advertising guidelines exist, the purpose does not seem to be realized considering such reports. Many segments of the food and beverages industry have claimed to bring healthy practices while targeting kids in advertising. However, platforms through which kids are being influenced have gone up with the increasing reach of smartphones.

In the case of packaged goods ranging from biscuits to soft drinks and chips chocolates there has been a significant rise in consumption among children, and it continues to have adverse effects on their health as it contains high amounts of sugar, salt and fats.

Child specialists hint that children with a habit of eating packaged foods develop obesity at an early age and even attention deficiency hyperactive disorders (ADHD). Prashant Gopalakrishnan, founding partner at Talented, said, "Being a parent and a marketer, I have mixed reactions to this one. As a parent, I feel threatened that any brand can target my kids. While there are ways of controlling gadget time and keeping a check on the content consumed, is it really possible to assess if these ads are age appropriate? Probably not."

The report, however, mentioned that companies like Unilever, one of the biggest advertisers, are taking steps to check the impact on children. They have decided to stop marketing and advertising its entire range of foods and beverages to children under the age of 16 from 2023, amid increased scrutiny on how foods and beverages companies market packaged products that are unhealthy to young consumers.

It added that such a move has prompted many parents to discuss if manufacturers of packaged foods should not include children at all as part of their marketing or advertising campaign.

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From January next year, Unilever will stop marketing and advertising food and beverages to children under the age of 16 years old across both traditional media and social media channels.

Unilever will not collect or store data of children under 16. It will also not use influencers, celebrities or social media stars that are under the age of 16 or primarily appeal to children.

The commitments also include that the multinational giant will provide clear and prominent disclosure of provisions to influencers and limit child appeal to influencer content.

In India, the ASCI's self-regulatory guidelines for food and beverages framed in 2013, is not very specific about wooing children (those below 12 years) using child models. It only addresses the issue of 'misleading or deceptive' advertisements, leading consumers to believe that consumption of product advertised will result directly in personal changes in intelligence, physical ability or exceptional recognition.

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Such advertisements are only permitted if supported and substantiated with evidence and with adequate scientific basis and meet the basic Food Standards laid down under the Food Safety Standards Acts and Rules.

1. Analyse the ethical issues associated with packaged food advertisements targeting kids in Indian context. (CO4)
2. Following the decision taken by Unilever regarding advertisement to children, do you think that there should be more strict regulations about minimum age of the children that can be targeted in advertisements. Justify your answer with suitable reasons. (CO5)

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