

us to connect with youngsters and emerging generation of new consumers”.

On May 24, 2019, the Anand Milk Union Limited (AMUL's) “Amul Girl”, the moppet used by Amul for brand promotion and advertisement, congratulated the Prime Minister of India, Narendra Modi, on the Bhartiya Janata Party (BJP's) win in the 2019 Lok Sabha elections, and on his being elected the Prime Minister of India for the second term. While the tagline read, “kamaal ka performance” (great performance), the second caption, was, “Amul lotus and lotus of taste!” (Lotus happens to be the BJP's symbol). On January 30, 2019, the Amul Girl paid a tribute to Bollywood actor, Vicky Kaushal, for his exemplary performance in the Hindi movie, “Uri” (based on surgical strikes in 2018 at the India-Pakistan border), by putting her own spin on a dialogue in the movie “How's the josh (spirit)” to exclaim, “Makhan ka josh!” (buttery spirit)

- (a) What are the challenges faced by AMUL while using different platforms for advertising?
- (b) Design an advertisement using moral appeal for digital platform.

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Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2019

MS5EM03 Integrated Marketing Communication

Programme: MBA

Branch/Specialisation: Management /  
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. \_\_\_\_\_ can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer. 1
  - (a) Marketing communications
  - (b) Marketing plans
  - (c) Marketing strategies
  - (d) None of these
- ii. Numerous forms of short-term incentives to promote trial or buying of a service or product is 1
  - (a) Sales promotion
  - (b) Direct marketing
  - (c) Events and experiences
  - (d) Advertising
- iii. Aishwarya Rai Bachchan endorsing L'Oreal is an example of? 1
  - (a) Rational appeal
  - (b) Beauty appeal
  - (c) Gender appeal
  - (d) Emotional appeal
- iv. The content and context of a message contained in an advertisement is called? 1
  - (a) Ad copy
  - (b) Script
  - (c) Body
  - (d) Advertising appeal
- v. AIDA stands for Awareness, \_\_\_\_\_, Desire, \_\_\_\_\_? 1
  - (a) Interest and action
  - (b) Intensity and Appeal
  - (c) Involvement and Action
  - (d) Involvement and Appeal
- vi. The marketing communications strategy of the marketing mix deals exclusively with: 1
  - (a) Engagement, audiences, and advertising.
  - (b) Advertising audiences, and responses.
  - (c) Advertising, publicity, and responses
  - (d) Engagement, audiences, and responses.

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- vii. Consider the following statements: 1  
 Statement 1: Media planning starts with analysis target audience  
 Statement 2: Media strategy is concerned with the selection of appropriate media)  
 (a) Both statements are right (b) Both statements are wrong  
 (c) Only Statement 1 is correct (d) Only statement 2 is correct
- viii. Which among the following is not a function of ad agency? 1  
 (a) Conduct market analysis  
 (b) Develop advertising plans  
 (c) Develop media strategy  
 (d) Collect feedback from target audience.
- ix. Which among the following is not an objective of advertising research? 1  
 (a) Improve the efficiency of an ad (b) Develop advertising plans  
 (c) Evaluate impact of an ad (d) To avoid wastage of money
- x. \_\_\_\_\_ is a self-regulatory voluntary organization of the advertising industry. 1  
 (a) Securities and Exchange Board of India  
 (b) Reserve Bank of India (RBI)  
 (c) Medical Council of India  
 (d) Advertising Standards Council of India (ASCI)
- Q.2 i. Explain the concept of IMC. 3  
 ii. Discuss the different techniques of Sales Promotion. 5  
 OR iii. Describe the relationship between Advertising and Publicity. 5
- Q.3 i. What is DAGMAR approach? 3  
 ii. What are the different types of advertising appeals with examples? 5  
 OR iii. Describe the common methods for setting promotion budgets. 5
- Q.4 i. Discuss the AIDA model with diagram. 3  
 ii. Explain the process of creation of an advertisement. 5  
 OR iii. What are infomercials? Write its features. 5
- Q.5 i. Discuss the concept of Media Planning? 3  
 ii. What are the functions of advertising agencies? 5  
 OR iii. Explain the different types of Media with examples. 5

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- Q.6 Attempt any two: 4  
 i. How a marketer measures the effectiveness of a promotional campaign? 4  
 ii. “Marketing research reduces the risk while launching Campaign & Advertisement”. How? 4  
 iii. How do you measure the effectiveness of other program elements? 4

- Q.7 Analyse the case study and answer the questions asked at the end. 10

### **AMUL Girl: Staying Relevant in the Digital Age**

#### **AMUL GIRL IN PRINT ADVERTISEMENTS**

Amul had been using the moppet in its advertisement campaigns since 1966 to instill an element of humor in its print advertisements. This resulted in a better customer connect for the company and in turn increased the brand value of Amul. The main elements of the Amul advertisements were the picture, the main text, and the slogan. The picture caught the attention of the masses and helped ignite curiosity.

#### **AMUL GIRL IN TELEVISION COMMERCIALS-**

In 1976, Amul launched its advertising campaign on television with a Hindi movie, “Manthan” (churning) directed by Bollywood Movie Director, Shyam Benegal, and produced through Crowdfunding by 500,000 dairy farmers who paid Rs 2 each to contribute Rs 1 million. The movie detailed the White Revolution started by Amul and showed how it had eradicated milk deficiency in India. However, in the 1980s and the early 1990s, radio was the most convenient medium to advertise products and Amul used radio too to advertise its brand.

#### **AMUL GIRL IN SOCIAL MEDIA-**

In January 2014, Amul launched the ‘Har Ghar Amul Ghar’ (every house is an Amul house) campaign to reach out to a new generation of consumers through Facebook, Twitter, and YouTube. Amul released a line of films that were only advertised on Youtube as it was easier to tell stories in a longer duration than within the time limits set by television. Those advertisements were emotional stories centered on typical families with funny twists. Commenting on the launch, R S Sodhi (Sodhi), Managing Director at Amul, said in 2014, “Our digital marketing activities and social media visibility initiatives are helping

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**Marking Scheme**  
**MS5EM03 Integrated Marketing Communication**

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(a) Marketing communications
- ii. Numerous forms of short-term incentives to promote trial or buying of a service of product is **1**  
(a) Sales promotion
- iii. Aishwarya Rai Bachan endorsing L'Oreal is an example of? **1**  
(b) Beauty appeal
- iv. The content and context of a message contained in an advertisement is called? **1**  
(a) Ad copy
- v. AIDA stands for Awareness, \_\_\_\_\_, Desire, \_\_\_\_\_? **1**  
(a) Interest and action
- vi. The marketing communications strategy of the marketing mix deals exclusively with: **1**  
(d) Engagement, audiences, and responses.
- vii. Consider the following statements: **1**  
Statement 1: Media planning starts with analysis target audience  
Statement 2: Media strategy is concerned with the selection of appropriate media)  
(b) Both statements are wrong
- viii. Which among the following is not a function of ad agency? **1**  
(c) Develop media strategy
- ix. Which among the following is not an objective of advertising research? **1**  
(b) Develop advertising plans  
(c) Evaluate impact of an ad (d) To avoid wastage of money
- x. \_\_\_\_\_ is a self-regulatory voluntary organization of the advertising industry. **1**  
(d) Advertising Standards Council of India (ASCI)

- Q.2 i. Concept of IMC.(As per explanation) 3 marks **3**  
ii. Techniques of Sales Promotion. (1 mark\*5) **5**  
OR iii. Difference between Advertising and Publicity. (1 mark\*5) **5**

- Q.3 i. Define DAGMAR approach 3 marks **3**

- ii. Types of advertising appeals with examples (Step wise marking) 5 marks **5**
- OR iii. Methods for setting promotion budgets. (1 mark\*5) **5**
- Q.4 i. AIDA model 2 marks **3**  
Diagram. 1 mark
- ii. Process of creation of an advertisement (1 mark\*5). **5**
- OR iii. Infomercials 1 mark **5**  
Features. 4 marks
- Q.5 i. Concept of Media Planning 3 marks **3**  
ii. Functions of advertising agencies (1 mark\*5) **5**
- OR iii. Types of Media with examples. (1 mark\*5) **5**
- Q.6 Attempt any two:  
i. Effectiveness of a promotional campaign (1 mark\*4) **4**  
ii. "Marketing research reduces the risk while launching Campaign & Advertisement". (1 mark\*4) **4**  
iii. Effectiveness of other program elements (1 mark\*4) **4**
- Q.7 Analysis of case 2 marks **10**  
(a) Challenges faced by AMUL while using different platforms for advertising 4 marks  
(b) Design an advertisement using moral appeal for digital platform. 4 marks

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