

Roll No.

Total No. of Pages : 03

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MBA (2018 Batch) (Sem.-4)

INTEGRATED MARKETING COMMUNICATION AND SALES MANAGEMENT

Subject Code : MBA-923-18

M.Code : 77808

Date of Examination : 02-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.**

SECTION-A

Write short notes on :

1. Define advertising agencies.
2. Define advertising Budgeting.
3. What is pre-testing in advertising?
4. Mention two objectives of sales management.
5. Mention one advantage and one disadvantage of direct marketing.
6. Define sales control.
7. Briefly explain the role of promotion in marketing communication.
8. What do you understand by sales territories?

SECTION-B

UNIT-I

9. Explain the marketing communication process in detail. How do we measure its effectiveness?

10. Describe the different kinds of advertising agencies. What are the advantages and disadvantages of each?

UNIT-II

11. Explain the meaning, components, advantages and disadvantages of Internet Advertising.
12. How do you measure advertising? Explain the pre and post testing.

UNIT-III

13. Explain the various methods of sales forecasting.
14. What is the purpose of a sales organization? How do we set up a sales organization?

UNIT-IV

15. What is a sales meeting? Describe the rules for conducting a sales meeting.
16. What are sales contest? Why are they needed? Give examples of popular sales contests.

SECTION-C

17. Case Study :

How do you turn what was originally a medicinal product (intended to cure hangovers) and then a mixer with whisky into a soft drink without changing anything about the product or its packaging?

If you said “magic” you’d be correct. But it’s not the kind of magic you might think. This is branding magic. It’s called positioning. And it created magical results for 7- Up in 1967, when the company repositioned the brand as the Uncola.

Preceding 1967, during the first 37 years, the 7- Up was marketed, consumers didn’t think of 7-Up as a soft drink, just as we don’t think of club soda and tonic water as soft drinks. In 1967, a soft drink was a cola, and a cola was a soft drink.

Four people were in the room when the term “un-cola” was first uttered. Three of them are deceased- Orville Roesch, 7-Up’s ad manager; Bill Ross, creative director at JWT; and Bob Taylor, senior-art director at JWT. Charlie Martell was the fourth person and just a young writer at JWT at the time of the meeting.

“I remember the meeting to this day”, recalls Martell. “We realized that we had to be a lot more specific if we hoped to change people’s minds about 7-Up. We had to find a way to pick up that green bottle (7-Up), pick it up mentally in consumers’ minds, and move it over to here, where Coke and Pepsi were. And until we did that, anything we did that smacked of soft-drink advertising was going to be rejected by consumers.”

The objective was clear, yet getting there proved to be completely perplexing. “They had to find a way to attach the word cola to 7- Up. Nobody had ever done that before. This

was before the word positioning was even used in advertising and marketing,” says John Furr, management supervisor at JWT at the time.

Martell remembers that the strategy meeting started as it always started for 7-Up. “We got to talking about how to get somebody to move this green bottle from here to there. And I think Orville said something like we had to associate ourselves with the colas. And Bill Ross started talking about, ‘Well, how about, maybe, we call ourselves the non-cola.’ And Orville nodded. Thought that sounded good. And I chimed in with ‘Maybe we could call it the un-cola’. And everyone nodded and said that was an interesting thought. Didn’t blow anybody away at that point. They filed it away in their collective consciousness. Few days later, came back and said, ‘Maybe we just got something here.’ Uncola, it did everything we had been wanting to do. In one word, it did it all. It positioned 7-Up as a cola, yet not a cola. We said, ‘Hey... let’s make some advertising.’

Today, the 7-Up Uncola campaign is regarded as perhaps the classic example of brand repositioning- and a classic example of how the right brand positioning can lead to marketing magic.

Questions:

- a) Do you think the positioning was well implemented? Why or why not, Give reasons.
- b) Will it be easier for companies today to adopt to such positioning strategies?
- c) Can you suggest any other positioning strategy that the company could have adopted?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.