

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
Third Year Second Semester Examination in Bachelor of Business
Administration Honours in Marketing Management - 2021/2022
(August / September 2024)
Proper

MKT – 3063 Integrated Marketing Communication

Answer all five questions.

Time: 03 Hours

Q1. Read the following case study and answer the questions given below:

Case Study: MIKE'S OLD-TIME ICE CREAM AND CHOCOLATE SHOP

Mike Swann was excited to open his new business venture in the springtime. Mike's Old-Time Ice Cream and Chocolate Shop was established to take advantage of several opportunities and reach multiple audiences, all in one location. In the summertime, ice cream should sell best. In the winter and spring, chocolate products may be given as Christmas, Valentine's, Easter, and Mother's Day presents. Mike also decided to sell fast food throughout the year, including hamburgers, hot dogs, grilled cheese sandwiches, pretzels, fries, and other items.

To make his store stand out, Mike chose to locate on the outskirts of town, where parking would be readily available, and the store would be surrounded by a more natural environment including a nearby forest. Then, he was able to obtain a passenger car and caboose from a now-defunct railroad company that could be set up as a place to enjoy ice cream in a unique seating arrangement in addition to the regular tables inside the shop. Outside of the rail cars, Mike placed a swing set and other items for children. The biggest challenge Mike faced was getting the word out. He contacted a local advertising and promotions agency to help him get started. The first question the account executive asked was, "Well, what is going to make your store stand out?"

Mike responded, "Several things. First, I am re-opening a company that served this area for years, called 'Stevenson's Ice Cream.' I plan to generate publicity letting everyone know that we will be selling the same kind of great-tasting ice cream that used to be offered by that company. Second, I have a partnership with a local chocolatier that is on the far side of town. We'll be selling their products in our store. And third, we are appealing to that old-fashioned, old-time relaxation that people enjoy in the summer. Families should love that." Next, the executive asked, "Who are your major competitors?" Mike answered, "For ice cream, I suppose it is Baskin-Robbins and Dairy Queen. For chocolate, it's probably Nestlé and Hershey's. But we are set up in such a unique way we should be able to attract people differently."

The executive and Mike agreed that the company's launch was a key time to communicate this difference. They also believed the target audience would be pretty large, including families with children, grandparents with grandkids, and other people looking to enjoy high-quality chocolate and ice cream in a unique atmosphere, possibly after enjoying a quick meal. The executive pointed out that getting people to visit for the first time would be one factor but that generating return business throughout the year was the real key to long-term success. It was time to get started.

Questions:

- a. Mike's store will be a local business that competes with large national companies. What communication challenges does that present? (05 Marks)
- b. Which of the emerging trends in marketing communications can Mike use to promote his new business? Explain how it can be used. (06 Marks)
- c. What should be the first message that Mike should try to communicate to all potential customers? Should he emphasize price, value, or some other element of his business? (05 Marks)
- d. Will Mike be able to use social media and mobile marketing techniques as part of his marketing communications efforts? If so, how? If not, why not? (06 Marks)

(Total 22 Marks)

Q2.

- a. **“Integrated marketing communication is a two-way dialogue between the marketer and the target audience”.**

Elaborate on this statement. (06 Marks)

- b. How does an understanding of consumer behaviour influence the development of effective Integrated Marketing Communication strategies? Provide examples of successful campaigns that were rooted in deep consumer insights. (07 Marks)
- c. Discuss some of the reasons why traditional advertising agencies have been developing more integrated marketing communication capabilities. What changes might traditional agencies have to make to improve their Integrated Marketing Communication (IMC) capabilities? (07 Marks)

(Total 20 Marks)

Q3.

- a. Explain the objectives of advertising with examples. (08 Marks)
- b. What are some of the reasons why companies might change from using an in-house agency and hire an outside agency? (05 Marks)
- c. Give an example of how companies might use direct marketing as part of an Integrated Marketing Communication (IMC) program. Provide examples of both consumer and business marketers. (07 Marks)

(Total 20 Marks)

Q4.

- a. What is meant by Trade-oriented sales promotion? Discuss the various types of Trade promotions and reasons why marketers use them. (06 Marks)
- b. Explain why public relations and publicity may have more impact on the consumer than other IMC program elements. Provide examples. (07 Marks)
- c. Explain why the combination of personal selling and advertising may provide benefits that exceed just personal selling alone. (07 Marks)

(Total 20 Marks)

Q5.

- a. Explain five distinct stages of personal selling evolution with examples. (08 Marks)
- b. State the reasons against for measuring the effectiveness of promotional programs. (04 Marks)
- c. Write short notes on the following:

I. Above the Line Promotion (ATL).

II. Direct Marketing Vs Direct Selling.

III. Sales promotion is essentially an “acceleration tool”.

(06 Marks)

(Total 18 Marks)