

IMT- 05

ADVERTISEMENT AND SALES PROMOTION

Notes:

- a. Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- b. Answers of Ist Set (Part-A), IInd Set (Part-B), IIIrd Set (Part – C) and Set-IVth (Case Study) must be sent together.
- c. Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- d. Only hand written assignments shall be accepted.

A. First Set of Assignments

5 Questions, each question carries 1.5 marks.

B. Second Set of Assignments

5 Questions, each question carries 1.5 marks.

C. Third Set of Assignments

5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.

D. Forth Set of Assignments

Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

SECTION - A

1. Explain what is integrated marketing communication ?
2. What are the factors we should consider while selecting an advertising agency ?
3. Explain the communication process highlighting the roles of the source , medium and message .
4. Discuss the consumer purchase behavior and why do we need to understand this while designing communication .
5. Discuss the role of memory in consumer response to advertising.

SECTION - B

1. Discuss the various objectives of advertising.
2. What are attitudes? How do they influence consumer purchase behavior?
3. Discuss merits and demerits of advertising on TV .
4. What are the factors one should consider before starting the creative designs of advertisements?
5. How is business advertising different from consumer advertising?

SECTION - C

1. Discuss various reasons for the changes in promotion mix expenditure in the last few years.
2. Differentiate between consumer sales promotion and trade promotions , while highlighting tools used for each.
3. What is Public Relations ? How companies leverage PR elaborate with examples .
4. Discuss the relative merits and demerits of various modes of entry by a company in the international market .
5. Discuss key challenges in handling sales force .

CASE STUDY - 1

The Reebok brand got a black eye in India last year when an accounting scandal there resulted in parent company Adidas firing Reebok India managing director Subhinder Singh Prem and COO Vishun Bhagat as well as shutting down hundreds of its stores. Now the brand is trying to make a comeback in the world's second-most-populated country. Adidas is "repositioning Reebok as a premium fitness brand in India as part of a major revival drive," This year alone, Reebok India will open 50 'fit-hub' stores in India which will be more than half of the 80 such outlets that the sportswear brand has at present globally, mostly in US, Australia, Korea and Russia.

"What happened in the past is behind us. We are now growth-focused and we will start with our new retail format of 'fit hub' stores in India," Adidas Group India Managing Director Eric Haskell says. The Reebok fit-hub stores offer fitness and training products besides advice, guidance and information on community based fitness events.

"This year 50 fit hub stores will be opened. The plan is to open 100 such stores by first quarter of 2014," Haskell said, adding out of the 100 stores, 50 will be new and the remaining half will be renovated ones. Most of the fit-hub stores would come up in metro cities but few new stores would also be located in tier-II cities, he added. The company plans to convert all the existing 490 Reebok stores in India to fit-hub stores in next couple of years. "It should not take longer than two to three years," Haskell said.

Questions

1. Critically analyze firm's new strategy.
2. Reebok has huge residual equity in the country, suggest how it can be leveraged with communication.

CASE STUDY - 2

On 1st July 2012, the Channel V viewers were confused as the channel was not there in the list of Music channels. The channel, which was first introduced nearly 15 years ago in the country, was relaunched in 2009 with the "bloody cool" tagline and focused on playing Bollywood music. However from first July it shifted from a music channel category to General entertainment channel category. Music now is just part of an overall strategy to engage with the youth in today's world for channel V. Its original content garnered higher television ratings compared to its music slot. The broadcaster was playing three hours of music content in a day in the morning slot so far. Some of its rivals play 16-19 hours of music throughout the day.

The company is now focusing its original content programming line up. In an effort to increase weekly hours of original content, the channel will be introducing two new shows which include *"The Buddy Project."* Besides it will convert its teen crime show *Gumrah-End of Innocence* into a daily show. Its other shows which are directed towards youth are already well entrenched. The company also forayed into *Channel V spot coffee parlors and have launched channel V apparels and phone range to attract youth which is their core target market. Moving away from music content and entering into GEC space has been a strategic decision for the firm which is yet to deliver results.*

Questions

1. What benefit do you see for the firm in the new segment to improve its marketing.
2. Suggest firm a positioning migration plan for smooth acceptance.