

MANAGEMENT PROGRAMME (MP)

Term-End Examination

February, 2021

**MS-068 : MANAGEMENT OF MARKETING
COMMUNICATION AND ADVERTISING**

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note :

- (i) Attempt any **three** questions from Section A, Section B is **compulsory**.
 - (ii) All questions carry equal marks.
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SECTION A

1. (a) What is marketing communication ? Discuss the role of marketing communication in bringing the marketer and consumer close together to achieve the marketing objectives.
- (b) Discuss the Personality factors affecting consumer buying decisions in the following situations :
- (i) Online buying
 - (ii) Insurance

2. (a) Distinguish between creative ideas and creative associations, giving suitable examples.
- (b) Explain the various kinds of creative associations in advertising, giving suitable examples.
3. (a) With the help of suitable examples, discuss the objectives of sales promotion.
- (b) What do you understand by “positioning” ? What are the positioning alternatives available for advertising a brand ? Explain with an example.
4. Write short notes on any *three* of the following :
- (a) Consumer Perception
- (b) Message Presentation
- (c) Measuring Recall
- (d) Characteristics of TV vs Radio
- (e) Functions of Advertising Agency

SECTION B

5. Read the following case carefully and answer the questions given at the end :

ICT the tobacco-to-hotels major has changed the identity of its lifestyle apparel brand from Thrills Lifestyle to WLS. It will now sell apparel that is 100% natural — from fabric to threads, buttons and labels. Having made it all natural, it had introduced a sharp differentiator in the apparel market riding on the current bandwagon of preference for natural and organic products. It has become the first mainstream Indian apparel brand to go natural.

By renaming its premium apparel retail brand to WLS, it has effectively removed the brand's connection with the Thrills cigarette brand and made the brand name small, simple and trendier, in line with other brands like AJIO, M&S and D&G.

However, it remains to be seen how much impact rebranding will have on the prospects of ICT's lifestyle retailing business. The segment has been under pressure in recent years — effectively pulling down the growth rates of the company's FMCG business. According to the

latest annual report, 2017-18, it was another challenging year for the branded apparel segment. On the contrary, e-commerce players continued with their aggressive push to capture market share amongst value seeking consumers by offering heavy discounts and launching exclusive labels and brands.

Merely rebranding alone may not help the company unless combined with change in marketing communication strategy and execution. Although this rebranding will help to some extent, still the company needs to take more steps to get back strong growth in this business. The tectonic shift comes at a time when consumers are increasingly becoming conscious of their impact on environment.

Questions :

- (a) Was rebranding their apparel business the right decision ? Justify your answer.
- (b) Propose an integrated marketing communication mix strategy for the rebranded apparel business of the company.
