

MANAGEMENT PROGRAMME

Term-End Examination

June, 2010

03453

MS-68 : MANAGEMENT OF MARKETING COMMUNICATION AND ADVERTISING

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Attempt any three from Section A. Section B is compulsory. All questions carry equal marks.

SECTION - A

1. (a) Explain the concepts of frequency reach, effective reach frequency and continuity.
(b) What are the media considerations to be taken into account for promotion of an online-matrimonial site ?

2. (a) Discuss the integrated marketing communication and its implications for advertising.
(b) What are the most common techniques that creative thinkers use to stimulate new advertising ideas ?

3.
 - (a) What are the various types of tests used for testing advertising effectiveness. Briefly describe any three of them
 - (b) How are advertising budgets prepared. Briefly discuss the advantages and disadvantages of using the objective and task method.
4. Write short notes on any **three** of the following :
 - (a) Difference between direct marketing and personal selling.
 - (b) Branding and its role in advertising.
 - (c) Role of public relation in promotion.
 - (d) Creative approaches in social advertising
 - (e) AIDA Model versus DAGMAR Model.

SECTION -B

5. Study the case given below and answer the questions given at the end :

GCMMF PANEER PLANS

GCMMF tried its hand at Paneer marketing by testing a brand called Sugam, in Baroda in the mid 1990s. The product was refined, fine-tuned and ready for a large scale roll out. The real challenge was to overcome the 'freshness' barrier. Could Amul tackle doubts about its freshness ? Freshness matters so much to the consumer that she is willing to go an extra mile, to her regular *paneer* shop for getting real fresh *paneer* ! Amul had already set up a cold chain to handle its ice cream marketing. It was felt that cold chain would help deliver 'freshness' to the discerning consumer. But it was felt that it had to be perceived differently from the neighbourhood *paneerwala* !

Amul Malai Paneer

It started with the name. Amul *paneer* was not just paneer but was '*malai paneer*' connoting :

- the vital quality of *paneer* as its ingredient
- made from rich cream
- a grainy texture that absorbs better (and is not rubbery)

The packaging was technologically designed to 'seal in' the freshness of *paneer*. The pack graphics portrayed an appetizing shot of a "*paneer* dish, "*paneer peas masala*". The pack's shelf (or freezer) appeal was aimed at giving it a premium feel !

Communication for Amul Malai Paneer

The communication task for Amul *malai paneer* was to drive home the point about it being soft, rich, creamy ! It was felt that the basic benefits of a branded packaged product, like those of hygiene, weight, price, will be obvious to the consumer. The communication, therefore, had to work on selling the 'taste' of the product, more than anything else. The 'taste' had to be sold without going against any established beliefs that might exist in the consumers' minds. This, it was felt, would be best achieved through the use of humor.

The Amul *paneer* TV commercial was centred around the great taste of *paneer* (visually seen in softness and richness) which is so good that it even helps and amnesia patient recover his lost memory ! The TV commercial was supported by limited press advertising during the launch phase. Amul *malai paneer*, as per Amul corporate values, was also priced attractively ! Post-launch researches have shown that the brand has gained

high trials. The TV commercial has been well remembered and liked. With Amul *malai paneer*, GCMMF has managed to open up yet another large opportunity for the Amul brand to take its message into more homes: The taste of India Rules!

Amul Malai Paneer : Brand Building Tips

Ethnic foods can successfully leverage the emotional links of 'home-mother-wife' while offering the key benefits of 'taste' and 'ease of use'. Amul *malai paneer* advertising used humour in a 'home' setting to deliver its 'home taste' offer successfully.

Questions :

- (a) Briefly comment on the advertising strategy of Amul *malai paneer*.
 - (b) What are the kind of media vehicle options available for such mass market FMCG products.
 - (c) What are the ways in which Amul *malai paneer* can generate awareness at the store level.
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