



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April / May 2019)

School: SFM

Program: BBA (MAC)

Course: Integrated Marketing Communication

Course Code: MGT 301

Semester: V

Max Marks: 50

Duration (mins): 03 Hours

Font: Helvetica Font size: 12

Nature of Examination: Jury + Presentation + Viva Voce + Report Submission

Dear Students please refer the following guidelines for your end term evaluation:

You must select any brand of your choice subject to fulfilling the following criteria –

- a) The brand must be a regionally/nationally/globally well-known enjoying significant customer loyalty & recognition with a substantial market share
- b) The brand must have undergone a mishap or setback in its life leading to erosion of consumer trust & loyalty with implications on its standing/reputation in the society
- c) The incident must have affected its market share & leadership position with consequences on its market share and leadership.

In the light of this you are supposed to research & analyse your **brand's response to such a crisis** situation. You have to conceptualise, formulate & develop the **brand's marketing communication** strategy for the following –

- 1) Communication strategy to understand & **improve the brand's response** to the crisis & **communicate the brand's response to its** key stakeholders
- 2) **Communication strategy to maintain the brand's credibility, identity** in order to maintain its position of brand loyalty trust & faith among its key stakeholders.
- 3) **Communication strategy to maintain the brand's** competitive advantage over its competitors

- 4) **To conceptualise the brand's new positioning strategy in the light of this crisis & reposition the brand if required.**
- 5) The various media platforms & communication tools leveraged by the company to communicate its perspective

While preparing the marketing communication strategy & report consider the following aspects -

A) Pre- Crisis Stage :

- The position of the brand prior to the crisis, its brand equity among its consumers, its rank & market share in its respective category
- **The buildup of the crisis & the brand/company's initial response to the same**

B) Crisis Stage :

- How the sales, image of the company/brand got eroded during the crisis
- The response of the management & key brand managers to handle the crisis
- How the brand also affected its other sub brands, the overall product category & the image of its parent company.

C) Post Crisis Management :

- Communicating the **brand's & the company's response to the society, the government, & its consumers**
- Leveraging different media platforms & communication tools in an integrated manner to **build up the credibility, confidence & trust of the consumer's in the product**
- **Innovations employed in promoting and communicating the company's sales strategy to regain lost market share post this crisis**
- How the innovation in communication strategy helped the brand discover & maintain its competitive advantage over its rivals

Submission Guidelines:

- A) You must submit a report not exceeding 12-15 pages explaining in a rational & logical sequence explaining the above points with proper evidence or data to back up your view point
- B) The student must prepare a power point presentation based on the above report not exceeding 12-13 slides
- C) **The student MUST submit & show advertisements/TVC's/print ads/digital (web) strategy/sales promotions at the retail level of the brand to justifying the points put forth**

D) The report MUST contain your analytical views & opinion on the crisis management of the brands to the crisis analysing how the strategy worked or failed for the brand /company

EVALUATION GUIDELINES –

- 1) You will have to explain & present your work; communicate your perspective & defend the factors underlying the choice of your decisions before an expert jury & how it helped the brand/company meets its needs & objectives of the business
- 2) The jury will judge your work on how well your effort meets the needs & objectives of the business as discussed in the class
- 3) You will be evaluated on your ability to explain your work; presentation & communication skill; sincerity of attitude & efforts undertaken; quality & neatness of your submission; objectives achieved in a crisp & precise manner
- 4) You will **be evaluated on you're the depth of research undertaken, data collected to back your arguments & proposition & how clear are you with the objectives of the assignment or the task given**
- 5) You will be evaluated on your ability to satisfactorily, logically, & creatively undergo the queries explaining your work to the satisfaction of the jury.
- 6) The students must be dressed formally & be smartly presentable. The students must be present on time – Students who are more than 15 minutes late will not be allowed to present the exam & marked absent. (NO EXCUSES FOR THE SAME WILL BE ENTERTAINED)

*****ALL THE BEST*****

