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D Y PATIL UNIVERSITY

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School: School of film and media

Program: BBA MAC / BSc NM

Course: Integrated marketing communications

Course Code: MGT301

Semester: V

Max Marks: 100

Duration (mins): 180 min (3hours)

This question paper consists of two sections A and B.

Section A: Total marks 50.

Answer any 5 of the following questions. Each question carries 10 marks.

1. Explain Push Vs Pull promotion mix strategies – 10 marks
 2. Describe the methods to determine IMC budgets? – 10 marks
 3. Explain with the help of examples use of Information technology in formulating effective marketing communication. – 10 marks
 4. Explain AIDA model? – 10 marks
 5. Explain the stages in customer buying decision process? – 10 marks
 6. Critically evaluate how effective is the online communications, as a medium, will be for a company led customer engagement for its brand or brands. – 10 marks
 7. List down the advantages and limitations of SWOT analysis? – 10 marks
 8. "Money spent on advertisement is not wasteful". Critically examine this statement with examples
-10 marks.
 9. "Regional promotions often create problems for markets". Comment and substantiate with examples.
 10. Define and highlight the importance of Integrated Marketing Communication (IMC) in present day's business with example. Outline the IMC Planning Process.
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Section B: Case Study (All questions are compulsory) – 50 marks

1. Case study: Bajaj Pulsar - 20 marks

Bajaj Pulsar is a motorcycle brand owned by Bajaj industries ltd. The two wheeler was developed by the product engineering division of Bajaj auto in association with motorcycle designer Glynn Ker Tokyo.

Currently there are 4 variants available – with engine capacities 135 CC, 150 CC, 180 CC and 220 CC. Previously it was also offered with 200 CC DTS-I oil cooled engine, which now has been discontinued. Pulsar is the leader in 150 cc segment in India with a market share of 43%. Before the introduction of pulsar, Indian motorcycle trend was towards fuel efficient, small capacity motorcycles (that formed 80-125 cc class). Bigger motorcycle with higher capacity virtually did not exist. (except for Enfield bullet).

In the past ten year, Pulsar has grown tremendously from spke rings to alloy wheels and from kick start to electric start, From carburettor to fuel injection according to the demand of the demand of the market and consumer. Pulsar 220 is the highest selling sports bike in India. The upgraded version of Pulsar to 250, 300 and 350 cc to be launched in collaboration with electric bike company KTM. Bajaj applied DAGMAR approach considered to be successful in the sales increase. It focusses on quality and reliability of the products and services. Its target customers are young generation and sports lovers. Their advertisement strategy is humour appeal repetition and celebrity endorsements.

Q- Explain the Bajaj Pulsar approaches in technology and how they are successful in the market.

Q- Explain the DAGMAR approach and how pulsar is successful in this context?

2. Case study: Red Bull - – 30 marks.

Please read the below Case Study: Red Bull and answer below mentioned 3 questions -

It's a safe bet that most people reading this textbook are familiar with Red Bull. The \$6.4 billion company that virtually created the market for energy drinks revels in its association with cultural events such as concerts and extreme sports including snowboarding and surfing. The company uses a variety of communication channels in addition to advertising and public relations to promote the brand. Red Bull's Facebook page has 38 million "likes," and 1 million people follow its Twitter feed.

At concerts and other events, street teams pass out free samples while driving specially modified cars with giant Red Bull cans mounted on them. Also, the company sponsors the Infiniti Red Bull Formula One racing team. In addition, the Red Bull Arena in Harrison, New Jersey, is home to the New York Red Bulls Major League Soccer team. Needless to say, Red Bull is not only high energy; it's high profile, too!

The brand's slogan, "Red Bull Gives You Wings," made Red Bull the perfect corporate partner for one of the biggest public relations coups in recent years. In fall 2012, Red Bull sponsored Felix Baumgartner's death-defying skydive from the edge of space after seven years of planning, Baumgartner jumped from a helium-filled balloon at an altitude of 24 miles.

As a worldwide audience watched on television and YouTube, Baumgartner plummeted toward earth at speeds as high as Mach 1.24 (834 miles per hour) before landing safely. Needless to say, the Red Bull logo was prominently displayed on his uniform, and the event received extensive publicity in the press.

The success of the Red Bull Stratos project helps the Red Bull brand stand out from a crowded field of competitors that include Monster and Rockstar. As brand strategist Roger Addis noted, "It's a smart move because it's such a singular event. If the logo is buried in a sea of logos on a NASCAR car, you're completely diluted by all the others." The ad industry seems to agree; Red Bull topped Advertising Age magazine's 2012 Best of Creativity rankings in the integrated/interactive category. Sponsorships and event marketing are critical marketing tools for global companies such as Red Bull.

When developing IMC solutions and strategies, global companies and advertising agencies are giving these and other special forms of promotion an increasingly prominent role in the communication mix; in the first decades of the twenty-first century, worldwide expenditures on sales promotion have been growing at double-digit rates. Sales promotion, direct marketing, and specialized forms of marketing communication such as infomercials and the Internet are also growing in importance. Personal selling remains an important promotional tool as well. Taken together, the marketing mix elements can be used to create highly effective, integrated promotional campaigns that support global brands.

Dietrich Mateschitz, Red Bull's creator, trusted his entrepreneurial instincts instead of relying on traditional marketing research. As Mateschitz recalls, "When we first started, we said that there is not an existing market for Red Bull, but Red Bull will create it. And this is what finally became true." In other words, Mateschitz succeeded at accomplishing one of the most basic goals in marketing: He discovered a market segment with needs that weren't being met by any existing product. Today, Red Bull's blue-and-silver cans emblazoned with the iconic charging bulls logo are recognized around the globe. Mateschitz's marketing instincts have made him a wealthy man; in 2005, for example, he was featured in Forbes magazine's cover story on

billionaires. With typical entrepreneurial flair, Mateschitz pursues alternatives to orthodox advertising strategies and tactics. “We were always looking for a different, more creative point of view,” he says. For example,

Red Bull utilizes a communication tool known as marketer-produced media. The Red Bulletin is a monthly magazine produced by Red Bull Media House. Red Bull distributes more than 3 million copies of each issue through newsstand sales, subscriptions, and as a free iPad app. The magazine is available in Austria, Germany, Great Britain, Kuwait, New Zealand, Poland, and South Africa. In 2011, The Red Bulletin was launched in the United States; 1.2 million free copies were distributed in major newspapers such as The Los Angeles Times, The Chicago Tribune, and The New York Daily News. The first U.S. issue featured San Francisco Giants pitcher Tim Lincecum, one of hundreds of athletes who are sponsored by Red Bull. As publisher Raymond Roker put it, “We are entering a new age of media in terms of what consumers of content want and expect.”

Since 1998, Red Bull has been involved in another high-profile initiative. The Red Bull Music Academy is a series of concerts, workshops, art installations, and other cultural events that rotate from year to year among different international cities. Red Bull Music Academy also sponsors stages at international music festivals such as Montreaux Jazz; RBMA Radio is a Web resource where listeners can access new music, live concerts, interviews, and other content. Despite the name, Red Bull plays down its participation in the Academy; according to the Web site, “The Red Bull Music Academy is not a sponsored event, but a long-term music initiative, committed to fostering creative exchange amongst those who have made and continue to make a difference in the world of sound.” Needless to say, the Red Bull logo is visible everywhere, and coolers filled with the drink are placed in strategic locations. In its first two years of existence, the Academy was held in Berlin; subsequent host cities have included Dublin, Rome, London, Cape Town, and New York City. Songwriters, DJs, producers, and musicians are invited to apply to the Academy; out of thousands of applicants, 62 people are selected to participate each year. The participants attend workshops and lectures during the day; in the evenings, they break into teams to write and record music. Red Bull makes no ownership claims on any music that is produced at the Academy. As Torsten Schmidt, one of the Academy’s founders explains, “That’s part of the opening speech: there is no catch. We are going to offer you nothing in the end but inspiration and this chance of being here together.” In 2013, the Red Bull Music Academy returned to New York City for the first time since 2001. Many of the workshops and lectures were open to the public; for example, a panel discussion featuring veteran music producers Nile Rodgers, Tony Visconti, and Ken Scott was devoted to David Bowie’s studio recordings. There were presentations and performances by industry legends such as ambient music pioneer Brian Eno and Giorgio Moroder, who was Donna

Summer's producer. One enthusiastic alumnus of the Academy explained its impact and importance this way: "The people behind the academy, they're not just 'suits'; they are really special people who are passionate about artists. Above them they have some 'suits' to deal with, but I've never dealt with them." Still, there are some dissenting voices. Matthew Herbert is a British electronic musician whose recordings include "One Pig," an album cataloguing the life (and death) of, well, one pig. He has participated in the Red Bull Music Academy in the past, but has no plans to do so in the future. "My overriding impression of any music industry Red Bull tie-in is that the brand is always louder than the art. I don't think one would come away from any interaction with them thinking that they were interested in anything else other than selling caffeinated sugary drinks," he said.

Nirmalya Kumar, a marketing professor at the London Business School, has written a case study on Red Bull titled "The Anti-Brand Brand." Kumar gives Red Bull high marks for its non-traditional marketing communication strategy. As Kumar explains, "Part of being a great brand is conveying what you stand for in an authentic manner so consumers find it believable. The music academy and the [Baumgartner] air show have given Red Bull a lot of that."

- a. From this article and from other sources of information, what are the various communication platforms used by Red Bull for their IMC strategy?
- b. What is the "core" message? In what ways does Red Bull's promotional strategy support this message?
- c. How would you describe/define the primary target market for Red Bull? Give examples of their promotional mix that substantiates your opinion of the target market.
- d. How would you define the brand image of Red Bull? How would you describe their positioning strategy? How does this brand image and positioning compare/contrast to their competitors?
- e. Red Bull has grown through a market expansion strategy. From their primary target what other markets have they targeted? Has Red Bull created separate messages for each market? Give examples.