

[This question paper contains 4 printed pages.]

Sr. No. of Question Paper : 1405 F-7 Your Roll No.....

Unique Paper Code : 1091506

Name of the Paper : Integrated Marketing Communications

Name of the Course : **Bachelors in Management Studies**

Semester : V

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains three sections.
3. All sections are compulsory.
4. Read the instructions for all the sections before answering them.

**SECTION A**

*Attempt any two questions from this section.*

*All questions in this section carry 15 marks.*

1. You are asked to develop a detailed copy plan (creative brief) for a new range of bridal jewellery. The advertiser wants you to build the campaign around TV and Bollywood personalities. You may take appropriate assumptions. (15)
2. The task force reviewed research addressing two important types of questions regarding the effects of advertising on children. First, does advertising affect children's commercial recall and product preferences? If not, the \$12 billion spent annually by advertisers in commercial appeals to children would represent a surprisingly poor investment. Second, does exposure to advertising result in consumption of products that are inimical to the health and well-being of children? For example, does advertising play a role in the overconsumption of candy and sugared cereals or in underage drinking of alcoholic beverages?

*P.T.O.*

Television viewing tops the list of preferred activities among Indian children. A survey by AC Nielsen also showed that on an average an Indian child watches TV for about three hours on weekdays and 3.7 hours on weekends and the time spent in front of television increases with age. Television plays an important role in influencing purchase decision of children in India. A study revealed that Television advertising influences the purchase decision of the Indian children the most with 77% of the respondents indicating television advertising as key influencer driving children's purchase decision. Children are found to be an important audience who watch television and influence family purchase decisions and so marketers are now targeting them. Television commercials lead to frequent demand for the advertised product and many of the parents succumb to the demands of children. Many parents agree that children play an important role in family's buying decisions.

The more fundamental concern regarding the effects of advertising on children relates to questions of potential harm resulting from exposure. A variety of research findings are relevant to this issue. Several studies, for example, have found that parent-child conflicts occur commonly when parents deny their children's product purchase requests that were precipitated by advertising. Considerable research has examined advertising's cumulative effect on children's eating habits. Studies have documented that a high percentage of advertisements targeting children feature candy, fast foods, and snacks and that exposure to such advertising increases consumption of these products. While consumption of non-nutritious foods per se may not be harmful, overconsumption of these products, particularly to the exclusion of healthier food, is linked to obesity and poorer health. Several studies have found strong associations between increases in advertising for non-nutritious foods and rates of childhood obesity.

A variety of studies have found a substantial relationship between children's viewing of tobacco and alcohol ads and positive attitudes toward consumption of such products. Children find many such commercials attractive (e.g., Joe Camel, the Budweiser frogs) and consequently have high brand awareness of such products and positive attitudes toward them. These products and their spokes-characters have been found to be featured in programming and publications frequently viewed by minors, and reviews of this research (including the Surgeon General's analysis) conclude that advertising of them contributes to youth smoking and drinking.

Critics have also expressed concern regarding the prevalence of advertising of violent media, such as movies and video games, targeting children. Three reports by the Federal Trade Commission found considerable support for such charges, and while studies have not directly assessed the impact of such advertising, it is highly likely that such ads do affect children's media preferences.

- (a) Discuss whether advertisers can be held accountable for negative impact on children. Justify your answer. (8)
  - (b) Critically evaluate in the context of social and cultural consequences. (7)
3. You are the media planner for a FMCG company introducing a new energy drink. Design a media plan that will reach your target market successfully. (15)

### SECTION B

*All questions from this section are compulsory.*

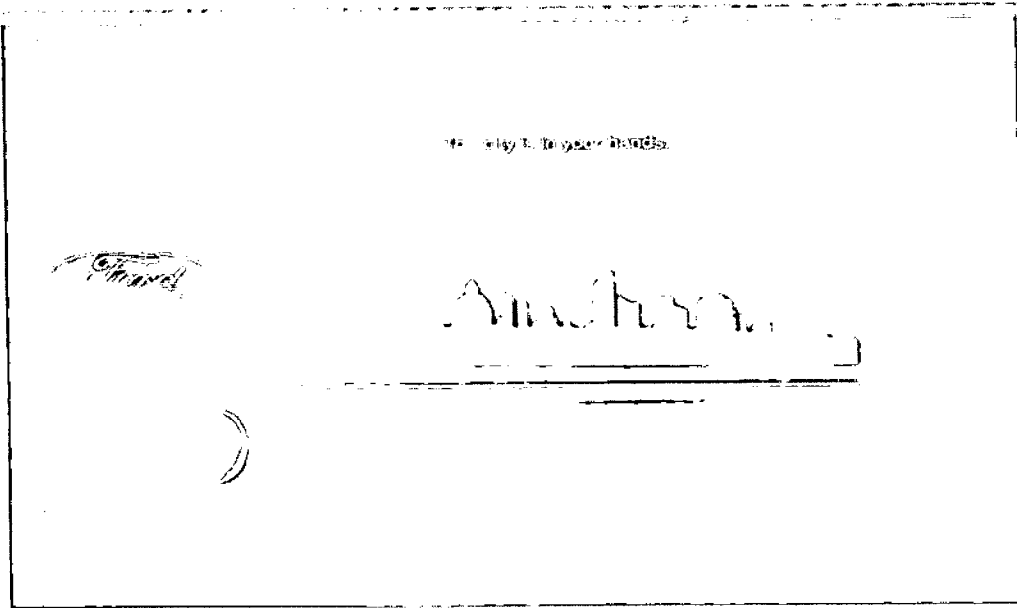
*All questions in this section carry 15 marks.*

4. Do you agree with critics who argue that many of the younger people who work in the creative departments of advertising agencies cannot develop ads that connect with older consumers because of the age gap? Do you think advertisers ignore older consumers? Evaluate both sides of this argument. (5+10=15)
5. Distinguish between Support media and Interactive media. Describe various tools of interactive media with suitable examples. (5+10=15)

### SECTION C

*(The question below is compulsory.)*

6. Select any one of the two advertisements given below :
  - (a) From the marketers perspective bring out the objective(s) kept in mind while designing this advertisement? (5)
  - (b) Critically analyze the appeal and execution. Justify with reasons. (10)



NOW YOU KNOW  
WHICH ONE  
CAME FIRST.

