

Roll No.

Total No. of Pages : 03

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MBA (Sem.-4)
INTEGRATED MARKETING COMMUNICATION AND SALES
MANAGEMENT

Subject Code : MBA-923-18

M.Code : 77808

Date of Examination : 13-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on :

- i. What is advertising?
- ii. How selection of appropriate media help in media planning?
- iii. What is creativity in advertising?
- iv. What is the purpose of preparing sales budget?
- v. Define the concept of marketing communication?
- vi. Briefly explain the steps involved in IMC process.
- vii. What is advertising appeals?
- viii. What do you understand by advertising designs?

SECTION-B

UNIT-I

2. Explain the IMC model in detail.
3. What are the various kinds of appeals? Give examples

UNIT-II

4. Describe the features, advantages and disadvantages of direct marketing.
5. How do you measure advertising? Explain the pre and post testing.

UNIT-III

6. Explain the various methods of sales forecasting.
7. What is the objective of sales management? Describe the role of sales executive as a coordinator in business.

UNIT-IV

8. What is a sales territory? How do we set sales quotas?
9. What are sales contest? Why are they needed? Give examples of popular sales contests.

SECTION-C

10. Case Study :

Everything seemed to be going well for Harley-Davidson. Sales have steadily increased every year-since 1985. New models such as Electra Glide®, Sportster® and the Fat Boy® are selling like hot cakes through their network of 130Q.dealers across the world. Even the Hog's bad biker image has gone wayside.

Despite all the good news, the company faces an aging market. As people age, especially people over the age of 55 are less likely to replace their Hog or take up the hobby. The median age of a Harley buyer was 46 in 2001 up from 37 in 1990. Moreover, because the current motorcycle market is growing so rapidly and Harley has limited production capacity, Harley look-a-likes from competitors such as Honda, Yamaha, Suzuki and Kawasaki are gradually taking some of the market share.

Harley had to take a close look at current customers and potential customers through a more formalized research process. While the old research process of talking to the more than 4000 employees, who own a Hog, or going to rallies to talk to owners, were quite effective in the past, a new system was needed. The research question was straightforward: Is there a general appeal that would speak to current owners and also resonate with younger, potential owners.

A two-stage research process was employed. Stage one involved some very unusual focus groups. Each focus group included current Harley owners, potential owners and owners of competing bikes. Participants were provided with old magazines, paste and construction paper and were asked to create a collage that expressed their feelings about Harley-Davidson. Expert judges evaluated the collages and three major themes emerged: enjoyment, the great outdoors and freedom.

In stage two, the survey was mailed to more than 16,000 owners, potential owners and owners of other bikes. Questions included standard demographics, psychographics and behavioral variables and several original questions based on the information derived from the focus groups. The response rate was 30%, quite high for a questionnaire offering no incentive.

The data was submitted to a statistical technique that clusters respondents by similarity in answers and/or characteristics. Seven clusters or segments resulted: 1) Adventure loving traditionalist; 2) the sensitive pragmatist; 3) the stylish status seeker; 4) the laid-back camper; 5) the classy capitalist; 6) the cool-headed loner; and 7) the cocky misfit. In addition the final customer groups were measured in respect to their loyalty to Harley-Davidson. In some cases, scores were in the 90-plus category.

Ultimately these research findings proved useful in a number of strategic aspects of marketing, especially advertising. Rather than being overly concerned with existing customers, who were clearly committed to the brand, Harley was able to target the 24 to 45 year-old age group. In this case, good research produced real strategic benefits.

Questions :

- i. What major research questions did Harley-Davidson address?
- ii. How could the answers to the-survey questions help create better advertising?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.