



MKT 3151 - Integrated Marketing Communication

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 3000 LEVEL

FIRST SEMESTER END EXAMINATION -DECEMBER 2015/ JANUARY 2016

Three Hours

Instructions

➔ Answer **only three** questions including question **number one**

01.)

Nature's Beauty Promotions

Miss. Resanya Gamage proudly accepted the Post of Promotion Manager for the Nature's Beauty line of cosmetics. The line includes perfumes, fairness creams, body lotions, face washes, cleansers and scrubs. The line has been widely distributed in a variety of stores, ranging from supermarkets such as Cargills, Keels super and Arpico to less expensive small retail shops.

The Nature's Beauty tagline "Give us the chance to make you beautiful" has served the company well. Resanya Gamage is interesting in improving brand image and loyalty through an attractive communication program. By reviewing the current sales promotional efforts, Resanya was informed that the company is using coupons and temporary price-off deals plus several incentives to be offered to retail stores to increase short-term demand.

The advertising agency employed by Resanya, has encountered a public relations problem. Celebrity endorser Taaniya Perera has run into legal problems and was dropped. Taaniya appeared in a series of humor-based commercials for Nature's Beauty products. The agency and Resanya viewed the moment as an opportunity and suggested that a new advertising campaign should be developed, perhaps one more focused on product quality by combining new appeals and an execution framework. Further, Resanya wondered whether greater long-term loyalty emerges from perceptions of quality as opposed to simply competing based on price or consumer promotions. She concluded that a well-designed consumer promotions program might enhance an advertising campaign.

Nature's Beauty brand name is synonymous with natural extracts and recently it was found that avocado, one of the most commonly used natural extracts in Nature's products, could help reduce the chance of having wrinkles.

One of the most direct influences on the Nature's Beauty business has been the internet and its' popular social media sites. www.naturesbeauty.com site allow consumers to shop online for the best cosmetic offers and fares. Further, the company is having almost 100 facebook pages with 15000 fans. Many internet-savvy consumers no longer feel the need to call or drive to a local super market. These individuals have become convinced that they are able to match any price or cosmetic offer quickly and easily.

Questions

- (a) What type of changes should be made in Nature's Beauty current Sales Promotion programs?
(08 marks)
- (b) Discuss the appropriate message strategies should Nature's Beauty use for the next set of television commercials?
(08 marks)
- (c) How could data-driven marketing programs including Permission marketing and Frequency programs be of use to the company's business?
(08 marks)
- (d) Are there any Online Evaluation Metrics that would be valuable to Resanya's efforts?
(08 marks)
- (e) Outline the possible Public Relations opportunities available to promote Nature's Beauty products?
(08 marks)
- (Total marks 40)

(02) "The hierarchy of effects model helps to clarify the objectives of an advertising campaign. The model outlines six steps a consumer or a business buyers moves through when making a purchase".

- (a) What are the six stages of the hierarchy of effects model? Do they always occur in that order?
(06 marks)
- (b) How are the three components of attitude related to the hierarchy of effects model?
(09 marks)
- (Total marks 15)

(03) "Ethics are moral principles that serve as guidelines for both individuals and organizations. Many ethical and moral concerns affect the field of marketing, advertising and marketing communications. At the most general level, several major concerns and criticisms have arisen."

- (a) Describe the ethical issues associated with Internet Marketing.
(05 marks)
- (b) By using a practical example, discuss the term 'Ambush Marketing'.
(05 marks)
- (c) Critically evaluate five types of ethical complaints that are raised regarding advertising
(05 marks)

(Total marks 15)

(04) For each of the following products and target markets, discuss the suitable alternative marketing strategy that you think would be the best. Explain why you think it would be effective.

- (a) Females, ages 25-40 - Clothes
- (b) Males, ages 30-50 - Life insurance
- (c) Teenagers - Fast food
- (d) Senior citizens - Travel Agency
- (e) Males, ages 25 - 40 - Automobiles

(03 marks for each)

(Total marks 15)
