

**UNIVERSITY OF RUHUNA****FACULTY OF MANAGEMENT AND FINANCE****Bachelor of Business Administration Degree Programme 3000 Level Ist Semester
Examination (November/ December 2021)****Academic Year 2020/2021****MKT 3151–Integrated Marketing Communications****Duration: Three hours****The Question Paper contains 04 questions.****Answer All Questions**

1. (a). Identify the trends in marketing communications. (03 Marks)
- (b). Briefly explain marketing communication objectives. (03 Marks)
- (c). List out the main characteristics of effective spokespersons. (03 Marks)
- (d). Briefly explain the stages of Buzz Marketing. (03 Marks)
- (e). Distinguish reach and frequency in media planning. (03 Marks)

(Total 15 Marks)

2. *Nature Care* is a well-known local natural beauty care producer. The company is in the process of launching a hand sanitizer with a pleasing smell called *Coco Clean*. It mainly contains coconut vinegar with some other natural herbs. According to the research findings, this liquid can kill viruses and bacteria effectively (99%) and it is not harmful to the human skin. Further, the production cost is comparatively low. As such, the company is expecting to sell the product at a low price.

- (a). Suggest a suitable platform to position the new brand. Justify your answer.

(02 Marks)

- (b). Propose a suitable taglines to support the above answer. (02 Marks)
- (c). What communication objective do you propose at this stage? (02 Marks)
- (d). Recommend a suitable method to decide the communication budget. (02 Marks)

The Marketing Department expects to launch an advertising campaign to promote the new product and seek your advice to develop the commercial.

- (e) Suggest a suitable message strategy based on your selected positioning strategy and communication objective. (02 Marks)
- (f) Recommend a suitable advertising appeal based on your message strategy. (02 Marks)
- (g) Propose a suitable executional framework based on your advertising appeal. (02 Marks)

In the board meeting, the Accounting Department highlights that due to the pandemic situation they have to reduce the advertising budget. Further, they are of the opinion that the advertising budget is just an expense without any return. Currently, the company is considering two options as to go with a push strategy or a social media marketing campaign with a low budget.

- (h) Briefly explain what is meant by push strategy and name the suitable sales promotion method that can be utilized with push strategy. (03 Marks)
- (i) CEO seeks your opinion on social media marketing. Explain the disadvantages of social media marketing and provide solutions to overcome those disadvantages. (04 Marks)
- (j) Do you agree with the opinion of the Accounting Department “advertising budget is just an expense without any return”. Justify your answer. (04 Marks)

(Total 25 Marks)

- 3. a. In order to build a positive image among the public, many companies are applying cause-related marketing practices. However, some scholars argue that it is only for marketing

purposes, but there is no genuine effort for social contribution. Do you agree with these scholars? Justify your answer. (07 Marks)

- b. A Sri Lankan coconut product manufacturer is expecting to enter the global market next year. Advise him to develop a global communication strategy by highlighting factors to be considered when developing a global communication strategy.

(08 Marks)

(Total 15 Marks)

4. a. A well known A/L Tuition teacher has started a YouTube channel from his name to share his opinion on various social issues. However, still, he has a limited number of subscribers. How do you advise him to promote his YouTube channel?

(07 Marks)

- b. Explain the basic communication model by providing a marketing related example.

(08 Marks)

(Total 15 Marks)