

**UNIVERSITY OF RUHUNA****FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 3000 Level 1st Semester
End Examination (November / December 2021)**

Academic Year 2020/2021

MKT 31523 –Integrated Marketing Communications

Duration: Three hours

The Question Paper contains 04 questions.

Answer All Questions

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

(Total 15 Marks)

2. *Nature Care* is 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.

Further the marketing department expects to launch an advertising campaign to promote the new product by developing a commercial. In the board meeting accounting department highlights that due to the pandemic situation they have to reduce the advertising budget. Moreover, they believe 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.

- (a). Suggest a suitable positioning strategy to the new brand. Justify your answer. (02 Marks)
- (b). Suggest a suitable tagline to support the above answer. (02 Marks)
- (c) Suggest a suitable communication objective at this stage. Justify your answer. (03 Marks)
- (d). Suggest a suitable method to decide on the communication budgets. Justify your answer. (03 Marks)
- (e) Suggest a suitable message strategy based on your selected positioning strategy and communication objective. (03 Marks)
- (f) Suggest a suitable advertising appeal based on your message strategy. (02 Marks)
- (g) Suggest a suitable executional framework based on your advertising appeal. (02 Marks)
- (h) Briefly explain what is push strategy and suitable sales promotional method that can be utilized with the push strategy. (04 Marks)
- (i) 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. To build a positive image among the public most companies are applying cause-related marketing practices. However, some scholars argue that it is only for marketing purposes and 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 from next year. Advise him to develop a global communication strategy by highlighting factors to be considered when developing a global communication strategy with examples.

(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. Advise him on how to promote his YouTube channel among general public.

(07 Marks)

b. Briefly explain whether the following situations have ethical implications, legal implications or both . Your answer should be supported with relevant laws and decided cases if any.

1. A particular brand of milk packets has a printed phrase on the packets in very small letters that “this milk contains artificial chocolate flavor”.
2. An advertisement for pork sausages has a picture of a half cut bleeding pig.
3. An indigenous medicine advertisement claims that it can cure COVID 19.
4. A famous song of a deceased singer in Sri Lanka plays as background music for a TV advertisement.

(Total marks 08)

(Total 15 Marks)
