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# IV Semester M.B.A. (Day and Evening) Degree Examination January- 2025
## MANAGEMENT
## Integrated Marketing Communication and Digital Marketing
## (CBCS Scheme 2019 Onwards)
## Paper : 4.3.3

**Time : 3 Hours** **Maximum Marks : 70**

### SECTION - A

Answer any **Five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. Explain IMC and its tools.
2. Discuss creative appeals and its types with examples.
3. Write short notes on vibrant media spread in India in current scenario.
4. Briefly state Audit Bureau of Circulation and its process.
5. Explain Website planning and its process.
6. Explain online Reputation Management (ORM) and its strategies in addressing negative comments.
7. Briefly explain Viral Marketing and its types.

### SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Elaborate Ad agency revenue earning models with example.
9. Explain in detail Media planning schedule and evaluation.
10. Explain SEO and SEM with examples.
11. Explain the role of social media in impacting Public opinion.

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## SECTION - C

(1×15=15)

**12. Compulsory (Case Study) :**

"Coca-Cola's Share a Coke Campaign" Launched in 2014, Coca-Cola's "Share a Coke" campaign marked a significant shift in the brand's marketing approach. The campaign invited consumers to find bottles of Coca-Cola with personalized names printed on labels, encouraging sharing and interpersonal connections. This integrated marketing communication strategy effectively combined traditional and digital marketing to enhance engagement, brand loyalty, and sales.

**Components:**

a) Personalization: The campaign replaced the iconic Coca-Cola logo on bottles with popular names, engaging consumers on a personal level and fostering a sense of ownership and connection.

b) Integrated Messaging: Coca-Cola seamlessly combined various channels including television commercials, social media, and in -store promotions. The campaign maintained consistent messaging focused on sharing and joy.

c) Social Media Strategy: The brand created a dedicated hashtag, # Share Coke, to encourage users to share photos of themselves with personalized bottles on social media. Interactive elements such as a personalized bottle generator on the campaign website allowed users to see how their names would look on a bottle, generating further online engagement.

d) User-Generated Content: Coca-Cola encouraged consumers to post images with their personalized bottles on platforms like instagram and Facebook, driving organic reach and creating a community around the campaign. The company showcased user-generated content on its official channels, further incentivizing participation.

e) Experiential Marketing: Coca-Cola set up pop-up kiosks in popular locations where consumers could customize and print labels with their names, allowing for direct engagement and a unique brand experience.

f) Data Utilization: The campaign leveraged data analytics to identify popular names in various markets, allowing Coca-Cola to tailor its product offerings regionally and ensure the most popular names were available.

The "Share a Coke" campaign resulted in a 2% increase in U.S. Sales for Coca-Cola, reversing several years of decline. It generated a significant increase in social media engagement, with over 500,000 photos shared using the hashtag # ShareaCoke. The campaign successfully revived the brand's image, making it more relatable and appealing, particularly to younger consumers.

**Questions**

i) How did Coca-Cola successfully integrate various marketing channels in the "Share a Coke" campaign?

ii) Discuss the significance of user-generated content in driving the campaign's success.

iii) How did Coca-Cola's social media strategy enhance brand engagement?

iv) Given trends in digital marketing, how can Coca-Cola or other brands evolve the "Share a Coke" concept for future campaigns?