

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration

Level II Semester VI Examination (December 2017)

Three (03) Hours

MKT 2303 - Marketing Communications

Answer **Four (04)** Questions in all including Question Number **One (01)** which is compulsory

1. Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders and the general public. For most marketers therefore, the question is not whether to communicate but rather what to say, how and when to say it, to whom and how often.

i. Right marketing communication can have a huge payoff. Explain, what they can do (role of marketing communication) for a company of your choice

(06 marks)

ii. Define integrated marketing communication and Briefly explain the components of marketing communication mix

(12 marks)

iii. There is a statement by a marketing scholar saying that "company communication goes beyond the Eight communication platforms" justify with examples.

(06 marks)

06 Consider a company from Sri Lanka and explain how successfully their communication platforms are being integrated

(16 marks)

(Total 40 Marks)

2. Direct marketing is an interactive marketing system that uses one or more media to affect a measurable response or transaction at any location. "Direct marketing especially electronic marketing is showing explosive growth."

I. Discuss the above statement with examples from local and international scenario.

(10 marks)

II. Direct marketing is the use of consumer-direct (CD) channels to reach and deliver goods and services to customers without using marketing middlemen. Major channels for direct marketing include face to face selling, direct mail, catalog marketing, telemarketing, interactive TV, Kiosks, Websites, and mobile devices. Explain how any five of these are being successfully integrated in one of the cases discussed in the classroom in this regard.

(10 marks)

(Total 20 Marks)

3. The newest and fastest – growing channels for communicating and selling directly to customers are digital. Very few marketing programs can be considered complete without a meaningful digital (online, social media, mobile) component.

i. Consider one of the leading brands in Sri Lanka and explain how they successfully communicate with customers and all stakeholders through digital marketing.

(10 marks)

ii. What challenges they face in the implementation of digital marketing

(10 marks)

(Total 20 Marks)

4. Progressive' is considered one of the most innovative in the vehicle insurance industry, its philosophy has been to approach auto insurance "like no other company had."

i. Discuss the Progressive's direct marketing campaign and What else should Progressive be doing to ensure it stays top of mind in the competitive industry of insurance.

(12 marks)

ii. What is the learning for insurance companies in Sri Lanka

(08 marks)

(Total 20 Marks)

5. Victoria Secret is the largest retailer of lingerie, one of the most successful in the retail industry through their direct marketing approach.

i. Why has Victoria's Secret been so successful?

(12 marks)

ii. What are the lessons can learn for similar companies from Sri Lanka?

(08 marks)

(Total 20 Marks)

6. Online marketing provides marketers with opportunities for much greater interaction and individualization through well-designed and executed websites, search ads, display ads, and emails.

i. What do you mean by communication adaptation and standardization. Explain with examples.

(08 marks)

ii. Explain how the Unilever (Axe & Dove) utilized this mode of marketing communication for their successful presence in the international arena.

(12 marks)

(Total 20 Marks)

7. Customer relationship management often requires building a customer data base and data mining to detect trends, segments and individual needs. Many significant risks also exist, so marketers must proceed thoughtfully.

- i. Define data base marketing and explain its pros and cons to a marketing organization in Sri Lanka

(12 marks)

- ii. Explain the challenges faced by an organization from Sri Lanka towards implementing data base marketing. It is expected to compare with one of the international cases discussed in the class room sessions.

(08 marks)

(Total 20 Marks)

8. Consumers can turn to hundreds of Cable and Satellite TV channels, thousands of Magazines and Newspapers, and millions of Internet pages, and they are actively deciding what communications they want to receive. To effectively reach and influence target markets, holistic marketers are creatively employing multiple forms of communications.

- i. Briefly explain the challenges related to employing multiple forms of communications especially in country like Sri Lanka.

(08 marks)

- ii. Consider a company of your choice, local or international and explain what it has done in building a global brand with a power of communications tools currently available in the internal communication arena.

(12 marks)

(Total 20 Marks)
