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| Semester: June 24 to Oct 24 | | |
| Maximum Marks: 50 Examination: ESE Examination Date: 04-11-24 Duration: 02 hrs | | |
| Programme code: 14 Programme: MBA SM | Class: SY | Semester/Trimester: IV |
| College: K. J. Somaiya Institute of Management | Name of the department/Section/Center: | |
| Course Code: 317P14C301 | Name of the Course: Integrated Marketing Communication in Sports Management | |
| Instructions: | | |

| Question No. | | Max. Marks | | | | | | | | | | | | | | | | | | | | |
|--------------|---|-------------|-----|------------|-----|------------|-----|------------|-----|------------|-----|------------|-----|------------|-----|------------|-----|------------|-----|-------------|-----|----|
| 1 | <p>CASE STUDY</p> <p>Conceptualized in 2007, club type format of cricket, IPL, with all ingredients of success, is the perfect example of controversy marketing. BCCI's IPL generated a level of excitement and stupor usually seen in football, basketball and baseball franchises. Other than the large number of cricket crazy Indian fans, what else IPL did to become a global brand name?</p> <ul style="list-style-type: none"> ▪ Its value proposition is fast paced action and a 3.5 hour movie like entertainment. With high stakes involved IPL has showed the commercial potential of Twent20. ▪ IPL has a global appeal. The international star players influence the level of support and interest. For instance, Shane Warne's contribution to the Rajasthan Royals is much talked about with appreciation in Australia. ▪ Media exposure was a crucial factor in the success of IPL. The season receives continuous coverage in local, national and international press even during the closed season. ▪ Involvement of bollywood celebrities like Shah Rukh Khan, Preity Zinta, as both franchisers and promoters brought in lot of glamour and razzmatazz to the series. These people are a brand in themselves. ▪ IPL marketing strategy brings a lot of spice through auctioning of franchisees and participating players, cheerleaders, opening ceremony and live concerts. Even the commentators use phrases to attract and please sponsors, making them pay more. <p>Based on the above case answer the following questions:</p> <p>a. As a digital marketer explain what the key advertising objectives to promote this campaign are.</p> <p>b. How would you use Digital Marketing as a tool to promote the campaign?</p> <p>c. How would you use ATL as a medium to promote the campaign?</p> | 15 | | | | | | | | | | | | | | | | | | | | |
| 2 | <p>Write full forms</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">1.)</td> <td style="text-align: center;">CPC</td> <td style="text-align: center;">2.)</td> <td style="text-align: center;">CTR</td> </tr> <tr> <td style="text-align: center;">3.)</td> <td style="text-align: center;">CPM</td> <td style="text-align: center;">4.)</td> <td style="text-align: center;">CPL</td> </tr> <tr> <td style="text-align: center;">5.)</td> <td style="text-align: center;">SEO</td> <td style="text-align: center;">6.)</td> <td style="text-align: center;">SEM</td> </tr> <tr> <td style="text-align: center;">7.)</td> <td style="text-align: center;">CPS</td> <td style="text-align: center;">8.)</td> <td style="text-align: center;">CPA</td> </tr> <tr> <td style="text-align: center;">9.)</td> <td style="text-align: center;">ROI</td> <td style="text-align: center;">10.)</td> <td style="text-align: center;">CPT</td> </tr> </table> | 1.) | CPC | 2.) | CTR | 3.) | CPM | 4.) | CPL | 5.) | SEO | 6.) | SEM | 7.) | CPS | 8.) | CPA | 9.) | ROI | 10.) | CPT | 20 |
| 1.) | CPC | 2.) | CTR | | | | | | | | | | | | | | | | | | | |
| 3.) | CPM | 4.) | CPL | | | | | | | | | | | | | | | | | | | |
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| 7.) | CPS | 8.) | CPA | | | | | | | | | | | | | | | | | | | |
| 9.) | ROI | 10.) | CPT | | | | | | | | | | | | | | | | | | | |
| 3 | <p>Explain in brief with relevant examples Any 3</p> <ul style="list-style-type: none"> - Bounce Rate - Social media marketing - Organic ranking - Reach - Websites | 15 | | | | | | | | | | | | | | | | | | | | |