

**K.J. Somaiya Institute of Management Studies & Research**  
**Course: PGDM- COMM (Batch 2017-19), Tri-IV**  
**Sub: Public Relations and Corporate Communications**  
**(End Term Examination)**

**Time: 3 Hours**

**Marks: 50**

**Date of Exam: 18<sup>th</sup> Sept 2018**

**Note:**

- 1. Section A is compulsory.**
- 2. From Section B, attempt any TWO.**
- 3. Elaborate your answers with use of suitable theoretical concepts and relevant industry examples.**

**Section A (Attempt BOTH)**

**QUESTION 1 (20M)**

**ITC Launches Milkshakes**

Kolkata-based cigarettes-to-cookie maker ITC plans to launch ready-to-drink, milk-based beverages that will compete with the likes of Coca-Cola, Amul and Britannia Oct 18 onwards.

The new product range — Sunfeast Wonderz — will be launched first in the southern states of Tamil Nadu, Karnataka, Telangana and Andhra Pradesh before being rolled out nationally. Unlike existing products made with artificial flavours, ITC will use real fruit pulp for the milkshakes, the company said.

“This innovative range of milk-based beverages will be powered by the company’s institutional capabilities including agri-sourcing, distribution, infrastructure, among others,” said Hemant Malik, divisional chief executive – Foods, at ITC. “The ready to drink milk beverages market has seen high growth in the recent past with a paradigm shift to healthier beverages and we believe innovative offerings in this segment could have great potential for the future.”

The range will be manufactured in ITC’s new facility in Kapurthala, Punjab, where the company has invested in an aseptic PET facility.

Globally, shifting consumer tastes are prompting beverages giants, including Coca-Cola and Pepsi-Co, to diversify away from traditional soda and high calorie juices. Growth has consistently slowed down in the `22,000-crore carbonated soft drinks market as consumers increasingly switch to healthier beverages such as juices, energy drinks, flavoured tea, fortified water and dairy-based beverages. Several companies are experimenting and bringing in flavour innovation; products including oats and fruits are combined with drinking milk products to cater to the needs of health-conscious consumers.

A research from global market intelligence agency Mintel said flavored milk products accounted for 39% of dairy drink introductions in India in the first half of 2017, up

from just 20% in 2012. Over one in four (28%) consumers of pre-packaged, ready-to-drink dairy drinks consume it for breakfast, said the researcher.

***Roll out a stepwise detailed PR Plan for Sunfeast Wonderz. highlighting a unique theme for the PR campaign.***

### **QUESTION 2 (10M)**

Write Short notes on **ANY ONE** of the following with examples:

1. Discuss any ONE Theory of Public Relations
2. Elements of a Press Release
3. Outputs, Outtakes and Outcomes

### **Section B (Attempt ANY TWO)**

### **QUESTION 3 (10 M)**

#### **Patanjali's fierce Image v/s Sri Sri Tattva's lack of image**

Whether the babas themselves desire it or not, the marketing industry views their FMCG and beyond foray in terms of a slugfest, a clash of ideologies, marketing tactics and demographics.

Baba Ramdev's mocking comments on prominent MNCs are the stuff of legend — remember Nestle ka panchi udne waala hai and Colgate ka gate band hone wala hai? (Nestle's bird will fly away and Colgate's gate will shut). The combative attitude carries over to Patanjali's advertising as well. On the other hand Sri Sri Tattva's approach is more conciliatory. Asked for his take on MNCs, managing director, of Sri Sri Tattva, Arvind Varchaswi says "Gurudev (Sri Sri Sri Ravisanker) has always been a beacon of hope, trying to bring civilizations together. You can take good things from everywhere. India has something to offer and we give that to the world. But every company and MNC has done some good."

In terms of audience, while Sri Sri Tattva is keen to establish its egalitarian offering, marketing observers believe it has a more premium appeal in comparison to Patanjali. According to Sam Balsara, chairman, Madison World, "The kind of following that Sri Sri has, not just in the country, but around the world, constitute the intelligentsia of the community and come from a high SEC." Patanjali, on the other hand has crossed over and become a brand like any other, with aggressive advertising that attacks the competition; the hallmarks of a straight commercial organization, feels Balsara.

Paradoxically enough, this may explain why Sri Sri Tattva is not, and may never be as commercially successful as its north Indian counterpart. A senior marketer with cross category experience who prefers to remain anonymous says, "Sri Sri as a person and an institution is more puritan, connecting with foreign masses as much as Indians." The aim is not to sell, especially not to hard sell, reflected in everything

from premium pricing to a relatively slow embrace of mass marketing. Patanjali on the other hand gunned for the mass market with both penetration and pricing. The difference, says the marketer is that while Sri Sri has a more esoteric appeal, whereas Baba is “a local Indian guy who the man on the street can identify with.”

Another key difference is in how the two gurus view the business. Sri Sri Ravi Shankar has a more detached take (evident even in our interview with him), while Baba Ramdev is far more focused and personally vested. The marketer says, “With Baba Ramdev, he believes the products not selling is his problem. The rank and file in Patanjali always have an eye on the numbers and units sold. Baba got the masses right, the product right and opened 5,000 of his own stores, selling medicines as well as FMCG. No one else has cracked that model,” he says with a trace of admiration. If the marketing team at Sri Sri Tattva is composed primarily of disciples, Patanjali has aggressively wooed people with a conventional FMCG background.

While Patanjali has a unique and distinct corporate image (Fiercely proud Ayurveda FMCG company out to oust MNCs), Sri Sri Tatva lacks any such definite aura.

***Arrive at key corporate image objectives for Sri Sri Tatva and conclude it with a note on the ideal image that is to be established. What corporate image building measures will you undertake for Sri Sri Tatva.***

#### **QUESTION 4 (10 M)**

##### ***Mercedes targets to increase Women Customers by 2020***

"She's Mercedes" is an initiative in which Mercedes-Benz has been addressing women in a targeted manner as part of its "Best Customer Experience" strategy since 2015. The aim is to establish the brand with the star as the most attractive premium automotive brand for women and to increase the proportion of female customers by 2020.

With the inspiration platform She's Mercedes, Mercedes-Benz is entering into a more intensive dialogue with women and wants to considerably increase the relevance of the brand for this target group. Mercedes-Benz aims to use new services and mobility offers to address the specific luxury mobility needs of women.

She's Mercedes is a global platform dedicated to inspire, connect and empower women to unleash their best and share their success stories. The programme highlights the accomplishments and successes of women and honours the multiple roles women play in society. She's Mercedes is an Inspiration Circle; a place where women can connect and exchange ideas, share experiences and learn from one another; a hub for sparking conversation, offering new perspectives and supporting ambitions.

***Craft out in detail, a She's Mercedes event to be conducted this year in an apt location in India, Detail the theme, organizers, co-brand partners, participants and any other impactful resources from the PR toolkit). Prepare a relevant media list for the same and choose suitable pre-event and post event tactics.***

### **QUESTION 5 (10 M)**

#### **Teens and Body Modification Surgeries**

From manicures to hair styling, laser surgery and even breast implants, today's adolescents, encouraged by parents, are obsessed with looking good. That is a dangerous trend, making them adults long before their time.

The desire to look and feel good is so strong that the brat pack is not willing to let time run its own course.

Over 20 per cent of client turnover in cosmetic surgery and beauty clinics is the age group between 12 and 16 years. Says Dr Jamuna Pai, who runs a chain of beauty and skincare clinics called Blush: "This phenomenon has picked up over the last two years as children are now looking at a career in modelling or television, so they come for various surgeries and skin procedures." To top it all, the showbiz world's obsession with younger and younger models has not helped matters. Prasad Bidappa, fashion consultant and grooming expert, says he routinely gets 12-year-olds who are aspiring to be models. "Sometimes they come alone straight from school and sometimes they are brought to us by their parents."

***Conceptualize a nationwide campaign that dissuades teenagers from attempting unnecessary body modification procedures. Identify a brand that can partner with this cause and justify why.***

### **QUESTION 6 (10 M)**

#### ***Glaxo Smith Kline launch of a new Anti-Migraine Drug***

Glaxo Smith Kline, a major pharmaceutical company, has launched a new drug that is very effective at treating the symptoms of migraine attacks. Its active ingredient (the structural details of which are not revealed) has been found in clinical trials to produce much faster relief from the classic migraine symptoms. Migraine-Buster is more expensive than the other leading brands including the earlier version of this drug Migraine-Beater which was also produced by Smith-Basil. The contraindications are to exclude people who suffer from high blood pressure, strokes and acid indigestion. Migraine-Buster was shown to be twice as fast as its leading competitor at relieving nausea and headaches although the length of time it took to relieve visual disturbances was slightly longer.

***Prepare:***

***1) A headline and an opening statement that will be used in the leading business newspaper to showcase the new product launch by the co. and another headline and opening statement for a daily general interest newspaper to highlight the effectiveness of the drug.***

***2) Prepare a spokesperson's announcement of the launch and also craft out a 30 to 40 second radio announcement.***

**END OF PAPER - ALL THE BEST**