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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Integrated Marketing Communication, (Course Code: 40129)**  **End-Term Examination, Term - V (January, 2024)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**Q1.** You are a marketing manager for a new health and wellness brand that focuses on organic and sustainable products. The company is planning to launch a new line of herbal teas. Develop a comprehensive Integrated Marketing Communication (IMC) plan for the launch of these herbal teas. **(10 Marks)**

**Q2.** Ather Energy, makers of one of the leading electric scooter manufacturer in the country, has recently upgraded its flagship electric scooter with the third generation iteration, dubbed the Ather Energy 450x Gen 3. The scooter offers a more powerful electric motor that can produce an equivalent of 8.7 bhp of power and an ARAI-certified riding range of 146 km. Besides, Ather’s already well-engineered scooter body is now even better-built thanks to an all aluminium frame. It also gets a new tread profile for the tyres, as well as a new tyre pressure monitoring system accessory. The digital dashboard has been upgraded with more RAM to make operations smoother and easier. All things considered, the Ather 450x Gen 3 is arguably the best electric scooter that you can buy in India. From ride quality to build and overall experience, this is one of the most premium electric scooters on Indian roads right now. While it’s top-spec variant 450X with Pro pack is targeted toward the youth, and is priced @ Rs 1.28 lakh ex-showroom Delhi (including state government subsidies) and also depending on the city of purchase). It will take on the likes of the TVS iQube, Ola S1 and S1 Pro, Hero Vida V1, Bajaj Chetak, etc.

Assuming that you are being retained by the company as a marketing communication consultant to assess and evaluate the prospects for the new variant and offer your future course of action specifically in the current competitive scenario in this category.

**Questions:** (I) Analyze the scenario and prepare a precise integrated marketing communication programme for the new scooter. **(10 Marks)**

(ii) Outline a suitable advertising campaign for social media by clearly specifying the creative as well as strategic considerations for the brand. **(12 Marks)**

(iii) How would you measure the advertising effectiveness of the above campaign? **(8 Marks)**