

Topic – MARKETING MIX: PUBLIC RELATION (DAY- 25)

Questions

1. Publicity refers to :
 - a) Non –paid form of impersonal communication b) Paid form of impersonal communication
 - b) Non-paid form of personal communication d) Paid form of personal communication
2. 'Garima Ltd.' a manufacturer of car engines achieves a breakthrough by developing a car engine which runs on water. This development is effectively communicated by the company to its dealers and prospective customers. Because of this breakthrough the image of the company has gone up. The company has set-up a department that advises its top management to adopt such programmes which will add to its public image.

Name and state the term that is used for this activity.

3. Radha found a worm crawling out of newly opened tetra pack of juice manufactured by a reputed company, Zest Ltd. She went back to the shopkeeper from whom the pack was purchased who directed her to call up the customer care centre. When all her efforts failed, she went to a consumer activist group to seek help. The group decided to help Radha and take measures to impose restrictions on the sale of the firms' products of the particular batch and urge customers to refrain from buying the products of the company. Zest Ltd. lost its image in the market. The CEO gives the responsibility of bringing back the lost image of the company to a Manager.
 - a) Identify the concept of Marketing Management which helps the Manager getting the firm out of the above crisis.
 - b) Also explain the role of above identified concept by stating any two points.
4. 'Coconut Joy Ltd' are the manufacturer of vegetarian frozen dessert food products made with coconut milk, agave syrup and other certified ingredients. The founders of the company, Lovely and Lalita originally developed this treat to meet their own needs but found that their friends and families around were also keen to use the products. It was not only the vegetarians, but also who could not get enough environment friendly sustainable food, that appreciated the product.

It did not take long for Lovely and Lalita to recognize the potential of their little venture. In the beginning they started from their home with the product being sold through family parties that enable guests to personally meet the owner. This helped to establish strong connections with the prospective buyers and the company could put the product on shelves of natural food store. The company began sponsoring booths at festivals, drawing attention to its newly created vegetarian products and the people who helped in building the company's' reputation. Lovely and Lalita were invited for an interview with one of the leading TV Channels in which they talked about their environment friendly vegetarian products.

To show its gratitude to customers, local business and government officials who

supported the company from the beginning, 'Coconut Joy Ltd' hosted a gala event and involved all of them to raise funds for a few local NGOs. The company also asked its fans and customers to send songs and poetry conveying their impression about 'Coconut Joy Ltd' products.

- a) Identify and explain the communication tool used by 'Coconut Joy Ltd.'
- b) Briefly explain the role of the tool identified in (a) above.

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