

Q. 4. Answer in detail (Any Two) (20)

1. Differentiate between Consumer and Customer
2. Discuss elements of MACRO Environment of Marketing
3. Differentiate between Marketing and Selling.
4. Explain various factors influencing pricing of products.

Q. 5. Case study (15)

Cadbury Dairy Milk has been one of India's most loved chocolate brands for decades. Over the years, its advertising has evolved to align with changing consumer behavior, cultural trends, and digital advancements.

Evolution of Cadbury Dairy Milk's Advertising Strategy:

1. Early Family Bonding Themes (1990s – Early 2000s):
 - The iconic "Kuch Meetha Ho Jaye" campaign positioned Dairy Milk as an integral part of Indian celebrations and traditions.
 - Ads like the famous "Cricket Stadium Dancing Girl" (1993) emphasized joy, celebration, and breaking social norms through chocolate.
 - The brand focused on emotional connections, targeting families and making chocolate a substitute for traditional Indian sweets.
2. Youth-Centric and Celebration-Based Marketing (2005–2015):
 - The focus shifted to youth with campaigns like "Shubh Aarambh", linking chocolate consumption to auspicious beginnings.
 - Celebrity endorsements, such as Amitabh Bachchan promoting the "Pappu Pass Ho Gaya" campaign, reinforced Dairy Milk as a mood enhancer.
 - Festive promotions (Diwali, Raksha Bandhan, Valentine's Day) further expanded its association with gifting culture.
3. Digital and Purpose-Driven Marketing (2016–Present):
 - Recognizing the digital shift, Cadbury integrated social media marketing, influencer collaborations, and user-generated content campaigns.
 - Campaigns like "# Say Thank You" and "Not Just a Cadbury Ad" (2020), which used AI-powered hyperlocal targeting for small businesses, showed the brand's social responsibility.
 - Celebrity endorsements expanded beyond TV to platforms like Instagram and YouTube, engaging younger audiences more effectively.

Questions:

1. What elements of the promotion mix does Cadbury use effectively?
2. How has Cadbury's advertising evolved with changing consumer behavior?
3. Suggest a new promotional strategy for Cadbury to target Gen Z consumers.