

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830102

Date: 29-05-2015

Subject Name: Integrated Marketing Communication (IMC)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain the Integrated Marketing Communication Planning Model. **07**
(b) Discuss advantages and disadvantages of Television media. **07**

- Q.2** (a) “Increasing sales is not the only objective of marketing communication program”, Critically evaluate the statement. **07**
(b) Design Segmentation, Targeting and Positioning Strategy for a brand of your choice. **07**

OR

- (b) Discuss various agency compensation methods. **07**

- Q.3** (a) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR? **07**
(b) Discuss the difference between an advertising appeal and creative execution style. Describe main appeals and execution styles. **07**

OR

- Q.3** (a) What are the various risks involved in taking celebrities for advertisements? **07**
(b) Discuss various Push and Pull Strategies with appropriate examples. **07**

- Q.4** (a) Discuss advantages and disadvantages of internet as marketing communication tools. **07**
(b) Explain which marketing communication tools can be selected low involvement and high involvement products. **07**

OR

- Q.4** (a) Discuss various methods of promotional scheduling. Give examples of products/services which might employ these methods. **07**
(b) Explain Elaboration Likelihood Model with appropriate examples. **07**

- Q.5** (a) Discuss various creative tactics for print advertisements. **07**
(b) Explain innovation adoption model as a response hierarchy for innovative products. **07**

OR

- Q.5** (a) Explain AIDA model. **07**
(b) Describe how cultural differences might impact viewers' perceptions of advertisements. **07**
