

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 03 – • EXAMINATION – SUMMER 2017

Subject Code: 2830102

Date: 11/05/2017

Subject Name: Integrated Marketing Communication (IMC)

Time: 02.30 PM TO 05.30 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) Answer the following multiple choice questions.

6

- 1 Television network managers know that the audience for golf tournaments is relatively small in number. However, majority of the viewers are from high-income group. The networks sell advertising for golf tournaments based on _____ segmentation.
 - a) Demographic
 - b) Psychographic
 - c) Geographic
 - d) Attitude
- 2 Companies use external advertising agencies primarily because:
 - a) They provide the client with the services of highly skilled individuals who are specialists in their fields.
 - b) They allow for more top management involvement in advertising decisions.
 - c) They gain knowledge about competitors' activities.
 - d) They are able to respond more quickly to environmental changes than any other organizational system.
- 3 A marketer who uses symbols or catchy rhymes in its advertisements is making use of:
 - a) Mnemonics
 - b) Evoked sets.
 - c) Trigger points.
 - d) Heuristics.
- 4 Saraswati saw a television ad for soda that claimed to help consumers lose weight upon its consumption over a course of time. She could not comprehend how a sweetened carbonated beverage could help a consumer improve his or her physical fitness. Saraswati's inability to understand the advertising message indicates a problem with:
 - a) decoding of the message
 - b) encoding of the message
 - c) sourcing of the message
 - d) channeling the message
- 5 Ranveersinh, a popular actor, appears in a cell phone company's promotional communications. The cell phone company hopes her appearance in its advertising will lead to _____, whereby the target audience is motivated to adopt attitudes and preferences similar to Ranveersinh's.
 - a) Identification

- b) Internalization
 - c) Commercialization
 - d) the primacy effect
- 6 What is an animatic?
- a) It is a videotape of the storyboard along with soundtrack
 - b) It is the audio portion of an ad
 - c) It is the generic music used in an ad
 - d) It is a script that has received final approval from an advertiser
- Q. 1 (b) Identify which of the following statements are true or false. 4
- 1 The integrated marketing communications (IMC) approach to marketing communications planning and strategy is popular among business-to-business marketers.
 - 2 The goal of integrated marketing communications (IMC) is to generate both short-term financial returns and build long-term brand and shareholder value.
 - 3 The first step in the IMC planning process is to review the marketing plan and objectives.
 - 4 The integrated marketing communications approach calls for a centralized messaging function so that everything a company says and does communicates a common theme and positioning.
- Q. 1 (c) Define following: 4
- 1. Reach & Frequency
 - 2. Publicity
 - 3. USP
 - 4. Direct marketing
- Q. 2 (a) Explain consumer decision making process. 7
- Q. 2 (b) Explain the participants in the integrated marketing communication process. 7
- OR**
- Q. 2 (b) Explain the Vaughn's FCB planning model 7
- Q. 3 (a) Explain various types of message appeals with example 7
- Q. 3 (b) Explain various tools of IMC with proper examples 7
- OR**
- Q. 3 (a) Explain pros and cons of Print advertising. 7
- Q. 3 (b) Explain DAGMAR approach in detail 7
- Q. 4 (a) Discuss the social, economic and legal implications of fairness creams advertisements. 7
- Q. 4 (b) Explain how emerging new Media offers opportunity to build a customer relationship. How would a consumer durables company build relationship 7

OR

- Q. 4 (a) Give a detailed organization structure and operations of the advertising industry. 7
- Q. 4 (b) What is Sales Promotion? Enlist and Explain different sales promotion techniques used by tours & travel companies to promote their domestic & international tours. 7
- Q. 5 Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of “Packaged Coconut Drink”. Design an “IMC Programme” for this firm in the capacity of Marketing Manager. 14
- Justify your answer appropriately.

OR

- Q. 5 Create a RADIO script for a 30 second advertisement on “Safe Streets for Women”. 14
- Indicate who the target audiences of your advertisement are.
- Why do you think your ad will work on them?
