

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– EXAMINATION – SUMMER 2019

Subject Code: 2830102

Date: 09/05/2019

Subject Name: Integrated Marketing Communication

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. No. Find the correct option. Each is carrying 1 mark.

6

Q.1 _____ fragmentation has resulted in media fragmentation Objective

(a) Questions

1. A. Purchasing B. Market
C. Product D. Public Relations

Which of the following promotional tools is often the most effective tool at certain stages in the buying process, particularly in building up buyers' preferences, convictions and actions?

2. A. Advertising B. . Public Relations
C. Personal Selling D. Sales Promotion

A _____ is a promotion strategy that calls for spending a lot on advertising and consumer promotion to build up consumer demand. If the strategy is successful consumer demand will move the product through the channel

3. A. Push Strategy B. Integrated Strategy
C. Blocking Strategy D. Pull Strategy

The number of different persons exposed to a particular media schedule at least once during some specified time is the _____ of an advertisement.

4. A. Iteration B. Reach
C. Frequency D. Coverage

The type of trade-promotion tool in which the manufacturer takes a fixed amount off the list price on each case purchased during a stated period of time is called a/an

5. A. Discount B. Premium
C. Allowance D. Rebate

Ratan Singh is a chef in a new restaurant located in a posh locality of town. He has sent out press releases to the major local media and has invited food critics to dine in his restaurant. Ratan is engaging in...

6. A. Personal selling B. Advertising
C. Sales Promotion D. Public Relations

- Q.1 (b)** Give the definition of the following. Each is carrying 1 mark. **04**
1. Transformational Advertising
2. TRP
3. Storyboard
4. Teaser Advertising

- Q.1 (c)** What are Creative Boutiques? **04**

- Q.2 (a)** Choose a brand of your choice and develop a detailed Integrated Marketing Communication model for the same. **07**

- (b)** Discuss various methods by which advertising companies are compensated **07**

OR

- (b)** Define IMC. Explain how integrated marketing communication differs from traditional advertising **07**
advertising and promotion. Detail Question

- 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** Case Study **14**

Aspirin is so potent that many in the health professions contend that if it were invented today, it would be only available by prescription. In 1897, Felix Hoffman chemically concocted the first synthetic aspirin compound, known as acetylsalicylic acid. At the time he was working for the Bayer Company. In 1899 Bayer Aspirin was introduced. It was the first tablet ever to be marketed as a water-soluble pill. Fifty billion aspirins are consumed worldwide annually. A variety of painkillers line the store shelves today, but only aspirin is proven to have long-term cardiovascular and anticancer benefits. In spite of these positive aspects to the product, a concern that aspirin might contribute to Reye's syndrome in children, a disease that affects the brain and liver, has led to aspirin having an identity crisis. There is a generation of individuals who have grown up assuming other drugs have completely replaced aspirin. Ask someone for a aspirin these days, and you're likely to receive a Tylenol. Aspirin manufacturers are trying to educate people that simple aspirin can help keep them alive.

Q1. Consumers who buy aspirin because they have run out but not because they have a current need for the product are probably going through which response hierarchy sequence? 7

Q2. What type of communication should the aspirin industry use if its goal is to promote the benefits of aspirin in a manner that it seems to allow the industry to have little or no control over the message content? 7

OR

Q.5

Case Study

14

Sedona Advertising is developing a marketing campaign for a Latter-Day Skates, a skateboard manufacturer. The greatest emphasis has been placed on the design of a series of ads featuring the riders using their boards in thrilling, extreme riding situations. The agency has pre tested the recall of these print ads. As part of the ad evaluation process, the agency determined the Latter-Day's share of voice is 6 percent and its share of market is 4.4 percent for its last ad campaign during which it spent \$35,000.

As part of this integrated marketing campaign, Sedona is also designing sales promotion activities. Latter-Day wants to link the sales of its best selling long boards to its new line of Vert-Rider specialty boards without cannibalizing sales of the established product. This is the first ever line of skateboards designed with vertical riding in mind. As Sedona gears up for this campaign, the owner of Latter-Day Skates announces he really wants to build community awareness of what the company does, especially its charitable work. This new promotional task is being added after most of the budget has already been allocated. Sedona Advertising is searching for a way to meet the owner's goals within his current budget.

Q1. What would be the most likely advertising objectives for the two products listed? 7

Q2. What is the most probable way for Sedona to help Latter-Day Skates get the word out about their charitable work and still stay within the budget? 7
