

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-III • EXAMINATION – WINTER • 2014**

**Subject Code: 2830102**

**Date: 08-12-2014**

**Subject Name: Integrated Marketing Communication (IMC)**

**Time: 10:30 am - 01:30 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) Discuss the pros and cons of using an in-house agency. What are some of the reasons why companies might change from using an in-house agency and hire an outside agency? **07**
- (b) Explain different classifications of advertising with suitable examples. (Give at least two examples of each.) **07**
- Q.2** (a) Explain the stages in the consumer decision-making process. **07**
- (b) Explain the FCB model. **07**
- OR**
- (b) Discuss what is meant by clutter in the context of television advertising. **07**
- Q.3** (a) Sales are a function of many factors, not just advertising and promotion. Explain various factors that can affect sales. **07**
- (b) Explain different top down budgeting methods. **07**
- OR**
- Q.3** (a) Explain DAGMAR approach with pros and cons of DAGMAR. **07**
- (b) Explain S-shaped sales response model. **07**
- Q.4** (a) Explain what is meant by BDI and CDI. How do advertisers use these indices in their media planning? **07**
- (b) Explain Unique Selling Proposition with suitable examples. **07**
- OR**
- Q.4** (a) Discuss the advantages and limitations of television as an advertising medium and how these factors affect its use by both major advertisers as well as smaller local companies. **07**
- (b) Explain Fear Appeal. Which type of products/companies use fear appeal in their advertisement? **07**
- Q.5** (a) (1) What are the differences between consumer-oriented and trade-oriented sales promotions? **04**
- (2) Briefly explain characteristics of Promotional Program objectives. **03**
- (b) (1) Briefly explain risks of using celebrities. **04**
- (2) Explain demonstration advertising execution technique. **03**
- OR**
- Q.5** (a) (1) List down the reasons for growing importance of IMC. **03**
- (2) Briefly explain factors influencing advertising budgets **04**
- (b) (1) Briefly explain communication process. **04**
- (2) Explain reminder advertising. **03**

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