

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014

Subject Code: 830102

Date: 31-05-2014

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) What is meant by the concept of integrated marketing communications (IMC)? Discuss various tools of IMC with suitable examples. **07**

(b) “Advertisement adds to the cost but not the value of the product” Comment **07**

Q.2 (a) Describe how cultural differences might impact viewers’ perceptions of advertisements. Discuss with example **07**

(b) What are the advantages and disadvantages of an In-house agency? In which type of situation, is it advisable to take support of outside agency? Discuss with appropriate hypothetical example. **07**

OR

(b) What is necessary for effective communication to occur? Discuss some of the barriers to effective communication in advertising. **07**

Q.3 (a) Write short notes on:- **07**
1. AIDA model
2. Hierarchy of effects model

(b) What is meant by “encoding”? Explain how the encoding process differs for radio versus television commercials. **07**

OR

Q.3 (a) Explain the pros and cons of using an open-ended message that does not draw specific conclusions versus a closed-ended message that does make explicit conclusions for the message recipient. Justify your answer with suitable example **07**

(b) Write short notes on:- **07**
1. Elaboration Likelihood Model (ELM)
2. Foote, Cone and Belding (FCB) Model

Q.4 (a) Discuss some of the reasons that managers continue to set IMC-budgets using “top down” budgeting methods. Elaborate with hypothetical example. **07**

(b) Define DAGMAR Approach? What are the challenges to the DAGMAR Approach? **07**

OR

Q.4 (a) What are some of the organizational characteristics that influence the IMC-budgeting decision? Explain with suitable examples. **07**

(b) What are the differences between marketing objectives and communications objectives? Why do so many managers confuse the two? **07**

Q.5 (a) Discuss the role of creativity in advertising. Who should be the right person to judge it—clients or agency creative personnel? **07**

(b) Write brief note on various types of “Advertising appeals” **07**

OR

- Q.5 (a)** Assume that you have been assigned to work on the development of an advertising campaign for a new brand of coffee. Discuss various types of general and product-specific preplanning inputs you might provide for the creative team. **07**
- (b)** Media planning involves a tradeoff between reach and frequency. Explain what this means and give examples of when reach should be emphasized over frequency and vice versa. **07**
