

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 830102

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) Discuss how integrated marketing communication is different from traditional advertising and promotional. How integrated marketing communication is beneficial to marketers for communicating their product/service to customers. **07**
- (b) Explain why marketers choose message source with high credibility. Discuss pros and cons of it. **07**
- Q.2** (a) Explain in detail FCB grid with suitable example. **07**
- (b) What is transformational advertising? Discuss the same with examples of advertising coming on television. **07**
- OR**
- (b) Explain with two examples three promotional scheduling methods. **07**
- Q.3** (a) What is meant by positioning? Discuss different approaches of positioning and discuss how brands may use each approach. **07**
- (b) Suppose you have a business of event management. There is upcoming concert coming in the city which is being coordinated by you. Design the media plan for it and discuss it in detail. **07**
- OR**
- Q.3** (a) Discuss the advantages and disadvantages of decentralized system used in any company for advertising and promotion? Discuss the role of product manager with respect to advertising and promotion. **07**
- (b) Discuss two IMC budgeting method. **07**
- Q.4** (a) Discuss what is creative strategy? Explain how it is developed in advertising. **07**
- (b) What is DAGMAR? Explain how it is used to set objectives by marketers. Also discuss the problem associated with use of DAGMAR. **07**
- OR**
- Q.4** (a) Select a celebrity endorser for a new range of fashion apparel brand. Explain its credibility, attractiveness and power. **07**
- (b) Explain using a brand who has failed in Indian market and the failure is determined by measuring advertising effectiveness. **07**
- Q.5** (a) Explain the following terms: Body copy, Account Planning, GRP and TRP, Collateral Services, Noise, Sleeper Effect, Primacy and recency. **07**
- (b) Define PR. Discuss advantages and disadvantage of PR. **07**
- OR**
- Q.5** (a) Explain the difference between central route of persuasion versus peripheral route of persuasion. **07**
- (b) Discuss the difference between promotional push versus pull strategy with example. **07**
