

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. Sem. – III - Examination –June- 2011

Subject code: 830102

Subject Name: Integrated Marketing Communication

Date:11/06/2011

Time: 02.30 pm – 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) Media Planning involves a trade-off between reach and frequency. Explain what this means and give examples of when reach should be emphasized over frequency and vice versa. **07**

(b) Explain various kinds of advertising agency with its pros and cons. **07**

Q.2 (a) Define IMC. Explain how integrated marketing communication differs from traditional advertising and promotion. **07**

(b) Define Corporate Advertising. Explain the types of Corporate Advertising **07**

OR

(b) What are the various economic and social impact of advertising. **07**

Q.3 (a) Explain any three consumer sales promotion and trade promotion technique **07**

(b) What is the percentage of sales budgeting approach? Under what circumstances will it be inappropriate? Why? **07**

OR

Q.3 (a) Explain the concept of advertising substantiation. Give example of any four different type of products ad aired in TV Commercial that contain claims that should have prior substantiation. Explain with reasons. **07**

(b) What is DAGMAR? Explain how marketers use DAGMAR in establishing objectives **07**

Q.4 (a) Define Public Relation. Explain the advantages and disadvantages of the use of Public Relation in an IMC program. **07**

(b) Explain Central versus Peripheral route to Persuasion with relevant examples. **07**

OR

Q.4 (a) Explain the two sales response models.Explain with examples type of products that follow each of the response curves. **07**

(b) Explain the difference between pretesting and posttesting of ads.. Give examples of each. **07**

Q.5 (a) Explain in brief three scheduling methods. **07**

(b) What is meant by the “think global, act local” approach to global marketing and advertising? **07**

OR

Q.5 (a) Explain slice of life advertising and slice of death advertising with two real life examples each. **07**

(b) Design STP strategy of Titan Watches. **07**
