Seat No.: _____ Enrolment No._____

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:- 1. AIDA model 2. Hierarchy of effects model	**07**
	(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:- 1. Elaboration Likelihood Model (ELM) 2. Foote, Cone and Belding (FCB) Model	**07**
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**

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