Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION - SUMMER • 2015 Subject Code: 2830102 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. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 0.1 Explain the Integrated Marketing Communication Planning Model. 07 (a) Discuss advantages and disadvantages of Television media. **07 (b)** "Increasing sales is not the only objective of marketing communication **07 Q.2** (a) program", Critically evaluate the statement. **(b)** Design Segmentation, Targeting and Positioning Strategy for a brand of your 07 choice. OR **07** Discuss various agency compensation methods. **(b)** 0.3 What is DAGMAR? Explain how marketers might use DAGMAR in 07 (a) establishing objectives. What are some of the problems associated with the use of DAGMAR? **(b)** Discuss the difference between an advertising appeal and creative execution **07** style. Describe main appeals and execution styles. What are the various risks involved in taking celebrities for advertisements? **Q.3** (a) 07 Discuss various Push and Pull Strategies with appropriate examples. **07 (b)** 0.4 Discuss advantages and disadvantages of internet as marketing communication **07** tools. **(b)** Explain which marketing communication tools can be selected low involvement **07** and high involvement products. OR Discuss various methods of promotional scheduling. Give examples of **Q.4** (a) **07** products/services which might employ these methods. Explain Elaboration Likelihood Model with appropriate examples. **07 (b)** Q.5 (a) Discuss various creative tactics for print advertisements. **07 (b)** Explain innovation adoption model as a response hierarchy for innovative **07** products. OR Explain AIDA model. 07 Q.5 (a)

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Describe how cultural differences might impact viewers' perceptions of

**(b)** 

advertisements.

**07**