Seat No.:	Enrolment No.

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. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 07 **Q.1** Discuss how integrated marketing communication is different from traditional (a) advertising and promotional. How integrated marketing communication is beneficial to marketers for communicating their product/service to customers. Explain why marketers choose message source with high credibility. Discuss **07 (b)** pros and cons of it. **Q.2** Explain in detail FCB grid with suitable example. 07 (a) What is transformational advertising? Discuss the same with examples of **07 (b)** advertising coming on television. OR 07 Explain with two examples three promotional scheduling methods. **(b) Q.3** What is meant by positioning? Discuss different approaches of positioning and 07 (a) discuss how brands may use each approach. Suppose you have a business of event management. There is upcoming concert **(b) 07** coming in the city which is being coordinated by you. Design the media plan for it and discuss it in detail. OR 0.3 Discuss the advantages and disadvantages of decentralized system used in any 07 (a) company for advertising and promotion? Discuss the role of product manager with respect to advertising and promotion. **07 (b)** Discuss two IMC budgeting method. **Q.4** Discuss what is creative strategy? Explain how it is developed in advertising. **07** (a) What is DAGMAR? Explain how it is used to set objectives by marketers. Also **(b) 07** discuss the problem associated with use of DAGMAR. Select a celebrity endorser for a new range of fashion apparel brand. Explain its (a)

Q.4 (a) Select a celebrity endorser for a new range of fashion apparel brand. Explain its credibility, attractiveness and power.
(b) Explain using a brand who has failed in Indian market and the failure is
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(b) Explain using a brand who has failed in Indian market and the failure is determined by measuring advertising effectiveness.

Q.5 (a) Explain the following terms: Body copy, Account Planning, GRP and TRP,Collateral Services, Noise, Sleeper Effect, Primacy and recency.

(b) Define PR. Discuss advantages and disadvantage of PR.

Q.5 (a) Explain the difference between central rout of persuasion versus peripheral 07 route of persuasion.

(b) Discuss the difference between promotional push versus pull strategy with example.

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