

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Subject code: 2830102

Date: 27-12-2012

Subject Name: Integrated Marketing Communication

Time: 10:30 pm – 01:30 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) Explain FCB Model. 07
(b) As ad agencies get increasingly evaluated on the basis of objective criteria like sales, ROI, etc. the quality of creativity work will suffer. Comment. 07
- Q.2 (a) What is DAGMAR? Explain how marketers use DAGMAR in establishing objectives 07
(b) Subliminal advertisement affect the human being if, stimuli has been used in proper way, but the consensus among advertisers is that it simply does not work in the advertisement context. Relate subliminal advertisement to exposure effect. 07
- OR
- (b) Explain the role of sales promotion as a part of the promotional mix and how it can be integrated with other marketing communication tools. 07
- Q.3 (a) Explain Communication Process with diagram. 07
(b) Explain the role of Celebrity on creating brand with its pros and cons. 07
- OR
- Q.3 (a) What is meant by Integrated Marketing Communication? Develop an integrated marketing plan that includes advertising, direct marketing, sales promotions and direct marketing for a brand of your choice. 07
(b) Explain any two advertising appeal with relevant two examples. 07
- Q.4 (a) Explain in brief three scheduling methods. 07
(b) Explain the factors and causes that lead to problem recognition among consumers with example of each. 07
- OR
- Q.4 (a) Explain the pros and cons of using centralized advertising agency. 07
Q.4 (b) Explain the reasons why some companies decide not to measure the effectiveness of their promotional programs. Explain why this may or may not be a good strategy. 07
- Q.5 (a) Explain the various methods of compensating ad agencies. 07
(b) Explain ay two methods for setting advertising budget. 07
- OR
- Q.5 (a) Explain slice of life advertising and slice of death advertising with two real life examples each. 07
(b) Explain Elaborative Likelihood Model. 07
