Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–III • EXAMINATION – WINTER 2013

Subject Code: 2830102 **Date: 20-12-2013**

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)** Explain the model of Alternative Response Hierarchies given by Michael Ray **07**

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

Q.2 **(a)** Define Integrated Marketing Communication and Explain various tools of it with examples. **07**

(b) Which type of testing method we should use for measuring the Advertising effectiveness? **07**

OR

(b) Explain the various Advertising Budget Methods. **07**

Q.3 **(a)** What is SP? Explain the Various Consumer Promotion tools. **07**

(b) Being an Advertising Manager of one of the Public Ltd Company, you will hire an outside Ad Agency rather than using of In-house Ad Agency, Why? **07**

OR

Q.3 **(a)** Explain the various Approaches to Positioning A Product/Service or Brand with Examples. **07**

(b) What is DAGMAR? Explain the Characteristics of Good Objectives. **07**

Q.4 **(a)** "Sales figure is the benchmark to measure success of any Salesman," which type of innovative roles played by you for acquiring higher sales? **07**

(b) Explain the various External Influences on Consumers with examples **07**

OR

Q.4 **(a)** Define Advertising. Explain the types of Advertising Appeal with suitable examples. **07**

(b) In a Recent day's many firms using Corporate Advertising rather than using Public Relation for Building the Brand. - Comment

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

(b) What is Marketing Communication? Explain Foote, Cone & Belding model in detail. **07**

OR

Q.5 **(a)** Which types of risk is associated when firm using the Celebrities for Promotion of their products.? **07**

(b) **"**Image Ads Can Have a Strong Effect on Preference" - Comment **07**

****