GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION - WINTER 2013

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1. 2.	Attempt all questions. Make suitable assumptions wherever necessary.	
(a)	What is positioning? Explain any four strategies marketers use to position their products.	07
(b)	Explain in detail any two elements of the promotional mix.	07
(a) (b)	Explain in detail the basic model of communication. Use McCracken's meaning transfer model to analyze the use of Mr. Amitabh Bacchhan as a brand endorser for Kalyan jewelers. OR	07 07
(b)	Write a short note on the FCB planning model.	07
(a) (b)	Explain any three top-down budgeting approaches. Explain USP as well as Positioning as approaches for developing major selling idea.	07 07
	OR	
(a) (b)	establishing objectives.	07 07
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` ,	 Demonstration Comparison Testimonial What is media planning? Explain the problems in media planning. 	07
(a)	With the help of examples, explain the three methods of promotional	07
(b)	Explain any three bases of segmentation. Give example for each one.	07
(a)		07
(b)	With the help of an example, explain how classical conditioning is used in advertisements.	07
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(a) (b)	Explain in detail any two methods used for post-testing of print ads. Discuss the differences between pretesting and posttesting. Give examples of each.	07 07
	(a) (b) (b) (a) (b) (a) (b) (b) (a) (b) (b) (c) (c) (c) (c) (c) (c) (c) (c) (c) (c	bject Name: Integrated Marketing Communication (IMC) me: 14:30 pm – 17:30 pm Total Marks: 70 tructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. (a) What is positioning? Explain any four strategies marketers use to position their products. (b) Explain in detail any two elements of the promotional mix. (a) Explain in detail the basic model of communication. (b) Use McCracken's meaning transfer model to analyze the use of Mr. Amitabh Bacchhan as a brand endorser for Kalyan jewelers. OR (b) Write a short note on the FCB planning model. (a) Explain any three top-down budgeting approaches. (b) Explain USP as well as Positioning as approaches for developing major selling idea. OR (a) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. (b) Explain the following types of advertising execution styles: 1. Demonstration 2. Comparison 3. Testimonial (b) What is media planning? Explain the problems in media planning. OR (a) With the help of examples, explain the three methods of promotional scheduling. (b) Explain any three bases of segmentation. Give example for each one. (a) Explain the reasons for not measuring the effectiveness of promotional program. (b) With the help of an example, explain how classical conditioning is used in advertisements. OR (a) Explain in detail any two methods used for post-testing of print ads. (b) Discuss the differences between pretesting and posttesting. Give examples of
