Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–III • EXAMINATION – WINTER • 2014

Subject Code: 2830102 **Date: 08-12-2014**

Subject Name: Integrated Marketing Communication (IMC)

Time: 10:30 am - 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)**	Discuss the pros and cons of using an in-house agency. What are some of the reasons why companies might change from using an in-house agency and hire an outside agency?	**07**
	(b)	Explain different classifications of advertising with suitable examples. (Give at least two examples of each.)	**07**
Q.2	**(a)**	Explain the stages in the consumer decision-making process.	**07**
	(b)	Explain the FCB model.	**07**
		OR	
	(b)	Discuss what is meant by clutter in the context of television advertising.	**07**
Q.3	**(a)**	Sales are a function of many factors, not just advertising and promotion. Explain various factors that can affect sales.	**07**
	(b)	Explain different top down budgeting methods.	**07**
		OR	
Q.3	**(a)**	Explain DAGMAR approach with pros and cons of DAGMAR.	**07**
	(b)	Explain S-shaped sales response model.	**07**
Q.4	**(a)**	Explain what is meant by BDI and CDI. How do advertisers use these indices in their media planning?	**07**
	(b)	Explain Unique Selling Proposition with suitable examples.	**07**
		OR	
Q.4	**(a)**	Discuss the advantages and limitations of television as an advertising medium and how these factors affect its use by both major advertisers as well as smaller local companies.	**07**
	(b)	Explain Fear Appeal. Which type of products/companies use fear appeal in their advertisement?	**07**
Q.5	**(a)**	(1) What are the differences between consumer-oriented and trade-oriented sales promotions?	**04**
		(2) Briefly explain characteristics of Promotional Program objectives.	**03**
	(b)	(1) Briefly explain risks of using celebrities.	**04**
		(2) Explain demonstration advertising execution technique.	**03**
		OR	
Q.5	**(a)**	(1) List down the reasons for growing importance of IMC.	**03**
		(2) Briefly explain factors influencing advertising budgets	**04**
	(b)	(1) Briefly explain communication process.	**04**
		(2) Explain reminder advertising.	**03**

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