

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 2830102**Date: 19/08/2021****Subject Name: Integrated Marketing Communication****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.
No.
Q.1
(a)

6

1. Product, price, promotion, and _____ are the 4Ps of the marketing mix.

- | | |
|-------------|---------|
| A Package | B print |
| C Packaging | D Place |

2. A(n) _____ occurs during the first stage in the consumer decision making process.

- | | |
|-----------------------|--------------------------|
| A internal search | B External Search |
| C Problem Recognition | D Alternative Evaluation |

3. Directing a company's efforts toward one or more groups of customers who share common needs is known as:

- | | |
|-----------------------|------------------|
| A Market Segmentation | B Cross branding |
| C Mass Customization | D Crowd focus |

4. Advertising appeals that focus on functional or utilitarian needs and emphasize product features and benefits are known as _____ appeals.

- | | |
|--------------------------|------------------|
| A Informational/Rational | B Emotional |
| C Price | D Inherent Drama |

5. Media used to reinforce communications messages that may have been received from other forms of advertising are called:

- | | |
|------------------|--------------------------|
| A Source Media | B Support Media |
| C Category Media | D Indirect Communication |

6. A spokesperson who delivers an advertising message and/or demonstrates a product or service is known as a(n):

- | | |
|------------------|-------------------|
| A Direct Source | B Indirect Source |
| C Message shaper | D Source mirage |

Q.1 (b) Short / Definition Questions**04**

1. Sales Promotion
2. Celebrity Endorsements
3. Consumer Behaviour
4. Demographic Segmentation

Q.1	(c)	Compare and contrast the AIDA model from the hierarchy of effect model.	04
Q.2	(a)	Discuss how the integrated marketing communication (IMC) perspective is different from traditional advertising and promotion. What are the reasons behind more and more companies taking decisions pertaining to advertisement and promotion in view of integrated marketing communications perspective?	07
	(b)	Explain the process of Segmentation, Targeting and Positioning (STP) with respect to advertising.	07
OR			
	(b)	Explain various elements of communication process. How does a channel factor influence the receiver of the message?	07
Q.3	(a)	Identify the various organizations that participate in the integrated marketing communication process and briefly discuss their roles and responsibility	07
	(b)	Explain the Consumer Decision Making process	07
OR			
Q.3	(a)	What is DAGMAR? Explain how marketers might use DAGMAR in establishing objective. What are some of the problems associated with the use of DAGMAR?	07
	(b)	Explain The Elaboration Likelihood model (ELM). Elaborate with an example	07
Q.4	(a)	How the communications effects pyramid can be used in developing communication objectives for a new brand as well as an established brand?	07
	(b)	Explain the FCB model in detail with example.	07
OR			
Q.4	(a)	Explain the factors influencing marketing communication (Marcom) budget and methods to determine the Marcom Budget.	07
	(b)	What is Sales Promotion? Explain the importance and growth of Sales Promotion keeping the current Pandemic in mind.	07
Q.5		Media Strategy	14

Nishi Desai is a Management trainee in the Communication department of a leading firm in India which manufactures skincare products under the brand name XYZ. The brand owns around 20% market share and is ranked second among its competitors. The leader of the category is at 23%. As a part of her job, she had been asked to be the team which decides on the communication strategy for their product extension into hand sanitisers under the XYZ brand.

The XYZ brand in the skin care category enjoys a positioning of clean, all day moisturising, soft and confident skin among women across age groups residing in the top 13 cities of India. These women are educated and belong to the higher middle class income. They also use other skin care products for better grooming.

As a part of her job, she sat through many focus groups discussion across age groups, incomes and occupation. She realized that across age groups, incomes and occupation – the definition of the clean hands was different.

The advertising budget given is Rs. 100 crores for the year 2020.

Please answer the following questions

1. What type of communication strategy should Nishi recommend ?
2. What type of media strategy should the company use if its goal is to generate awareness of its XYZ hand sanitizer brand in detail?

OR

Q.5

Communication Plan for Cement Industry

14

A leading manufacturer of cement is planning to launch its cement in rural Gujarat. They are the number one player in the cement industry in rural Rajasthan, Haryana and Punjab. They want to launch the brand before the festival season of Diwali in Gujarat.

The company has created a strong distribution presence in the rural areas and also have sales people visiting the villages of Gujarat. The company plans to become very aggressive in this segment as there is no strong market leader in the rural segment in the cement industry in Gujarat.

In the advertising budget for rural Rajasthan, Haryana and Punjab - OOH and radio get the lion's share in its marketing budget, followed by BTL (Below the line), print and digital.

Gujarat has seen a good year in agriculture and the mood of the people is very upbeat.

The brands want to create awareness, increase its sales and capture the market in rural Gujarat.

As Account planner of the Advertising agency, prepare the following task

1. Outline the communication plan
2. Explain OOH strategies for the brand to penetrate the market
3. Explain alternate support media that the brand can use
