

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated - SEMESTER– VII EXAMINATION – SUMMER 2022

Subject Code: 2577112**Date: 04/06/2022****Subject Name: Integrated Marketing Communications****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.1** (a) Define Integrated Marketing Communication and Explain various tools of it With examples. **07**
 (b) Define the Communications Process. **07**
- Q.2** (a) Compare and contrast the AIDA model from the hierarchy of effect model. Justify your argument with appropriate example. **07**
 (b) What is DAGMAR? Explain how marketers might use DAGMAR in Establishing objectives. What are some of the problems connected with the use Of DAGMAR? **07**
- OR**
- (b) Discuss some of the reasons manager persist to set IMC budget using “topdown” budgeting methods. **07**
- Q.3** (a) Explain various kinds of advertising agency with its pros and cons. **07**
 (b) Define Corporate Advertising. Explain the types of Corporate Advertising **07**
- OR**
- Q.3** (a) Explain various kinds of Advertising Appeals with its usage. **07**
 (b) What is sales promotion? Enlist & Explain different sales promotion techniques used by tours & travel companies to promote their domestic & international tours. **07**
- Q.4** (a) Explain the FCB model. **07**
 (b) Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. **07**
- OR**
- Q.4** (a) What do you mean by mobile marketing? Explain the Types of mobile marketing. **07**
 (b) What do you mean by Social Media Advertising? Explain the advantages and disadvantages of it. **07**
- Q.5** (a) Explain the meaning of Reach, frequency, GRP, TRP. **07**
 (b) Explain the any two method of Measuring Advertising Effectiveness. **07**
- OR**
- Q.5** (a) What is “Direct Marketing”? Explain various tools for direct marketing. **07**
 (b) What do you mean by PR, Publicity, sponsorships? Explain it with examples. **07**
