

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED– SEMESTER - VII EXAMINATION- SUMMER-2023

Subject Code: 2577112

Date: 21/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 (a) Discuss how the integrated marketing communication perspective is different from traditional advertising and promotion. **07**

(b) Discuss the IMC & explain various tools of IMC with proper examples. **07**

Q.2 (a) Explain the AIDA & AIETA response hierarchy models. **07**

(b) What is an advertising appeal? Discuss different types of appeals with example. **07**

OR

(b) Briefly explain event marketing in India. **07**

Q.3 (a) What is personal selling? Types of personal selling. **07**

(b) Explain the FCB grid & Rossiter- Percy grid response hierarchy models. **07**

OR

Q.3 (a) What is sales promotion? Explain different sales promotion techniques. **07**

(b) What are the advantages & disadvantages of social media? Discuss in detail. **07**

Q.4 (a) Discuss any four methods of measuring advertising. **07**

(b) Explain the direct & indirect marketing? Explain the advantages and disadvantages of direct and indirect marketing. **07**

OR

Q.4 (a) Explain some major creative styles with examples. **07**

(b) Describe the methods of promotional scheduling? **07**

Q.5 (a) Discuss the centralize and decentralize advertising agency. **07**

(b) What is the meant by “unique selling proposition (USP)”? Also list down three characteristics of USP’s. **07**

OR

Q.5 (a) Explain the meaning of reach, frequency, GRP, TRP. **07**

(b) Difference between publicity and public relation. **07**
