

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- III - EXAMINATION-SUMMER-2024

Subject Code: 4539212**Date: 01/05/2024****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. No.	Question Text and Description	Marks
Q.1	Explain the following (a) Direct Response Advertisements (b) AIDA (c) Publicity (d) GRP and TRP (e) SEO (f) Podcasts (g) Semiotics	14
Q.2	(a) Explain IMC and how integrated marketing communication differs from traditional advertising and promotion. (b) Elaborate on consumer oriented sales promotion tools with examples	07 07
OR		
	(b) Elaborate on the role of personal selling in promotion mix and IMC with example	07
Q.3	(a) Evaluate any two Response Hierarchy models	07
	(b) Illustrate the effectiveness of usage of any three types of advertising appeals with examples	07
OR		
Q.3	(a) Explain Marcom budgeting and evaluate the methods of budgeting	07
	(b) Illustrate the usage of Celebrities in advertisements with examples	07
Q.4	(a) Explain in detail the concept of pre-testing, concurrent testing and post-testing	07
	(b) Elaborate on Social Media advertising with examples	07
OR		
Q.4	(a) Explain Direct Marketing and its advantages and Disadvantages	07
	(b) Elaborate on Online Advertising with examples	07

Q.5

CASE STUDY:

A large FMCG giant ABC ltd who is already in the tetra pack juices wants to launch tetra packed sugarcane juice. The FMCG company has presence at a national level for its other products and juices. It already has its distribution chain in place for that. Logistics is not a issues for launch of tetra pack sugarcane juice

Name of the Sugarcane juice: “ABC’s Sugarcane juice”

Product Features: It would be natural, made from organic sugarcane, No added colours, No added concentrates, organic certified, no artificial sweeteners.

Benefits of drinking sugar cane: Gives you an instant shot of energy, Maintains kidney health, Enhances liver function, Helpful in Diabetics among other benefits.

These benefits had been endorsed by various health experts

Consumption months: Highest during summer

Direct Competition: Few branded tetra pack companies (nothing on a national level), small sugarcane shops

Indirect Competition: Other fruit juices, Other Summer drinks – Buttermilk

- (a) Identify the segment which can be targeted for their Sugarcane Juice and elaborate on the reasons for the same **07**
- (b) Create a print advertisement for the segment which you have identified. **07**

OR

Q.5

- (a) If the company wants to launch the product only in Gujarat, then which communication tools should be used and why? Justify your answer **07**
- (b) Frame sales promotion strategies for consumers as well as trade for the launch of Sugarcane juice in all of Gujarat. **07**
