

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED SEMESTER-VII-EXAMINATION-SUMMER-2025

Subject Code: 2577112**Date: 17-05-2025****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) Explain the Concept Marketing communication. what are the main objectives and components of communication Process? **07**
- (b) Define the Integrated Marketing communication. Explain IMC planning process in details. **07**
- Q.2** (a) What are the steps of consumer buying behavior in hierarchy of effect model.? Explain the DAGMAR approach in brief. **07**
- (b) Define the Advertising Management. explain the role of advertising in Integrated Marketing communication. **07**
- OR**
- (b) What do you mean by Service? Explain the types of Service in detail **07**
- Q.3** (a) Write a short note on:- **07**
- (I) Publicity
- (II) Sponsorships
- (b) What is Media selection? Explain the types of media selection with advantages and disadvantages. **07**
- OR**
- Q.3** (a) Discuss the Sales Promotion and explain its Orientations in detail. **07**
- (b) Explain the following media Terminologies: Reach, frequency, GRP, TRP, impression, continuity, recency v/s primary effect. **07**
- Q.4** (a) Explain the concept of SEO & SEM with example. How to measure Internet Ad Effectiveness? **07**
- (b) What is top-down approach of budgeting? explain different methods of top-down budgeting. **07**
- OR**
- Q.4** (a) What is Direct Marketing? explain the concept, Advantages, Disadvantages, and direct mail. **07**
- (b) Explain the any two methods of measuring Advertising Effectiveness. **07**
- Q.5** (a) Write note on Response hierarchy models in detail. **07**
- (b) What is an "Advertising Agency"? Explain the Role of Advertising agencies and other marketing communication organizations. **07**
- Q.5** (a) What do you mean by Personal Selling? what is role of personal selling in promotion mix and IMC? **07**
- (b) What is social media Advertising? explain the advantages and disadvantages of it. How to measure Advertise on social networks & social media campaigns? **07**
