

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA(INTEGRATED)- SEMESTER- VII EXAMINATION – WINTER 2020

Subject Code:2577112

Date:04/01/2021

Subject Name:Integrated Marketing Communications

Time:10:30 AM to 12:30 AM

Total Marks: 47

Instructions:

1. Attempt any **THREE** questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1 (a)** Define IMC. Explain how integrated marketing communication differs from traditional advertising and promotion. **07**
- Q.1 (b)** Describes different positioning strategies. Give examples of products and/or brands that utilize each of these different strategies. **07**
- Q.2 (a)** Explain the agency compensation strategies in detail. **07**
- Q.2 (b)** Which factors should be considered while selecting celebrity endorser? Also explain the risks of using celebrity in advertisement. **07**
- Q.3 (a)** Explain the young's creative process in brief. Explain the "inherent drama" with suitable example. **07**
- Q.3 (b)** Explain the various advertising execution strategies in brief. **07**
- Q.4 (a)** Explain the various elements in the communication process. How does a channel factor influence the receiver of the message? **07**
- Q.4 (b)** Explain what is meant by central v/s peripheral route to persuasion taking an example of your choice. **07**
- Q.5 (a)** The traditional model of "learn-feel-do" doesn't work always. Explain the statement by Alternative Response Hierarchy. **07**
- Q.5 (b)** Explain types of advertising agencies in detail. **07**
- Q.6 (a)** Explain two sales response models with diagram. **07**
- Q.6 (b)** Explain Bottom Up method of budget determination. Why is it considered as the best method? **07**
- Q.7 (a)** Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. **05**
- OR**
- Q.7 (a)** Evaluate Direct Marketing as an important tool of IMC. **05**
