

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER- VII EXAMINATION – WINTER 2021****Subject Code: 2577112****Date:02/12/2021****Subject Name: Integrated Marketing Communications****Time: 10:30 AM to 01:30 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 suitable examples **07**
 (b) What are marcom objectives? Discuss the methods of budgeting for the promotional program. **07**
- Q.2** (a) What is DAGMAR? Explain how marketers use DAGMAR in establishing their objectives. What are the issues associated with the use of DAGMAR? **07**
 (b) Explain what is meant by central v/s peripheral route to persuasion taking an example of your choice. **07**
- OR**
- (b) Compare and contrast the AIDA model from the hierarchy of effect model. Justify your argument with an appropriate example **07**
- Q.3** (a) Explain the FCB model **07**
 (b) Write a note on the different types of online advertising. **07**
- OR**
- Q.3** (a) What are the advantages and disadvantages of television and print media? Discuss in detail **07**
 (b) Evaluate Direct Marketing as an important tool of IMC **07**
- Q.4** (a) What is an “Advertising Agency”? Discuss various agency compensation strategies in detail **07**
 (b) Explain the various elements in the communication process. How does a channel factor influence the receiver of the message? **07**
- OR**
- Q.4** (a) Explain some major creative styles with examples **07**
 (b) Discuss any four methods of measuring advertising effectiveness during the pre-testing phase **07**
- Q.5** (a) What do you mean by advertising appeal? What are different types of appeals? Explain with suitable examples. **07**
 (b) Using consumer processing model, explain how a consumer might behave while buying a mobile phone **07**
- OR**
- Q.5** (a) Discuss three types of message strategies which may be used while designing an advertisement by giving examples of brands of your choice. **07**
 (b) What is meant by “Unique Selling Proposition (USP)”? Also list down three characteristics of USP’s. **07**
