

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA Integrated - SEMESTER– VII EXAMINATION – WINTER 2022****Subject Code: 2577112****Date: 30/12/2022****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) Explain the various types of online and offline advertising. **07**  
(b) Write a detailed note on 'DAGMAR' Model. **07**
- Q.2** (a) What is sales promotion? Enlist & Explain different sales promotion techniques used by tours & travel companies to promote their domestic & international tours. **07**  
(b) What is an advertising appeal? Discuss different types of appeals with suitable examples? **07**
- OR**
- (b) Define Integrated Marketing Communication and discuss the same with its various important tools. **07**
- Q.3** (a) What is celebrity endorsement? Discuss the factors affecting while selecting celebrity endorser. **07**  
(b) Discuss the various types of advertising agencies in detail. **07**
- OR**
- Q.3** (a) Explain the FCB Grid & Rossiter– Percy Grid Response hierarchy models. **07**  
(b) Develop a detailed 'Advertising Plan' for a company who wish to launch a new range of biscuits in their existing brand. (Make necessary assumptions). **07**
- Q.4** (a) Define sales promotion. Explain various contemporary sales promotion techniques used by companies for attracting a 'youth segment'. **07**  
(b) Explain the meaning of Direct Marketing? Explain the advantages and disadvantages of Direct Marketing. **07**
- OR**
- Q.4** (a) Define 'Advertising' and explain the objectives of 'Advertising'. **07**  
(b) What is event management? Explain different opportunities and challenges in event management. **07**
- Q.5** (a) Explain any three consumer sales promotion and trade promotion technique. **07**  
(b) Discuss the advantages and disadvantages of Public Relation. **07**
- OR**
- Q.5** (a) Write a detailed note on Social Media Advertising **07**  
(b) Differentiate between centralize and decentralize advertising agency. **07**

\*\*\*\*\*