

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539212

Date:31/01/2023

Subject Name: Integrated Marketing Communications

Time:10:30 AM to 1:30 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** Define the following terms **14**
- (a) TRP
 - (b) Public Relation
 - (c) AIETA
 - (d) GRP
 - (e) T.V Advertising
 - (f) SEM
 - (g) Dummy Advertising
- Q.2** (a) Define IMC. Discuss the process of Integrated Marketing Communication in detail. **07**
- (b) Assume that you have been appointed as manager for a multinational firm entering Indian market with it's brand of "Packaged Salted Wafers "Design an IMC programme for this firm in the capacity of marketing manager justify your answer appropriately. **07**
- OR**
- (b) Discuss the organizational structure of an advertising agency. Explain the different service provided by advertising agencies. **07**
- Q.3** (a) Define Sales Promotion. Explain various contemporary sales promotion techniques used by companies for attracting 'youth segment'. **07**
- (b) "Advertising adds to the cost of the product which means an additional burden on the customer."Critically comment on the statement. **07**
- OR**
- Q.3** (a) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR? **07**
- (b) Explain the meaning and types of Mobile Marketing. **07**

Q.4 (a) "Direct marketing yields better results than marketing through conventional channels". Do you agree? Justify your answer. **07**

(b) Develop a Media plan for a company to promote its broadband service in the Indian Market. Make necessary assumptions. **07**

OR

Q.4 (a) Is advertising on facebook a good strategy for any company? Justify your answer keeping in mind the current scenario. **07**

(b) Compare and Contrast the AIDA model from the hierarchy of effect model. Justify your argument with appropriate example. **07**

Q.5 CASE STUDY

Close -Up ranked No.5 in A&M'S Top Brand survey of 1997,three ranks below its arch-rival Colgate. By 1999,Close Up was No.15. Since its introduction in the Indian market in 1975,Close-Up has been the closest challenger to Colgate, which is the top brand in this category. According to Hindustan Lever Ltd.,the marketers of Close-Up, the typical consumer had no qualms about not keeping germs at bay during the night but rather cared more about fresh breath in the morning.

The advertising agency,Lintas has played on bad breath scare and targeted a typical college student who would be motivated by what brushing did to his social acceptance. It was hoped that once Close-Up entered homes, Older consumers would also start using it and discard Colgate. To counter Colgate's famed Suraksha Chakra ,Close -Up released ads asking consumers to do the "hah-hah test to check the freshness of breath. The focus was on communicating the key benefits "Fighting bad breath:.

The intimacy between couples, portrayed in Close-Up commercials, was seen as disturbing the Indian mother's sensibilities and hence the ads focused in the gregarious couple, as this group oriented closeness was seen to be more acceptable to mothers, who are the actual buyers of household toiletries.

Both Colgate and HLL introduced line extensions of their brand, improved packaging and did aggressive promotions. Close -Up has been strong in the south. It has been quite weak in the East. In the West Bengal,HLL roped in the popular singer Anjan Dutt to reach to the old and young alike.

- (a) Analyze the case and determine which promotional strategy, "pull" or "push" would be appropriate. **07**
- (b) Do you feel anything went wrong in the Close-Up commercials? Justify. **07**

OR

- (a) What promotional tools you suggest to Close-Up in modern day scenario and why? **07**
- (b) Which type of advertisement appeal would you suggest for promoting Close-up brand? **07**
