GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VII-EXAMINATION – WINTER-2023

Subject Code:2577112   **Date: 11-12-2023**
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.**
      4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

Q.1	**(a)**	Define Integrated Marketing Communication and explain various tools of it with suitable examples.	**07**
	(b)	Discuss how the integrated marketing communication (IMC) perspective is Different from traditional advertising and promotion.	**07**
Q.2	**(a)**	Explain the AIDA & AIETA Response hierarchy models.	**07**
	(b)	What are the advantages and disadvantages of television and print media? Discuss in detail	**07**
		OR	
	(b)	Write a note on the different types of online advertising.	**07**
Q.3	**(a)**	Explain what is meant by central v/s peripheral route to persuasion taking an example of your choice.	**07**
	(b)	What are Marcom objectives? Discuss the methods of budgeting for the promotional program.	**07**
		OR	
Q.3	**(a)**	What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems connected with the use of DAGMAR	**07**
	(b)	What is an "Advertising Agency"? Discuss various agency compensation strategies in detail	**07**
Q.4	**(a)**	Explain the FCB Grid & Rossiter– Percy Grid Response hierarchy models.	**07**
	(b)	Explain the following Media terminologies: Reach, frequency, GRP, TRP, impressions, continuity, recency v/s primacy effect	**07**
		OR	
Q.4	**(a)**	What is top-down approach of budgeting? Explain different methods of top down budgeting.	**07**
	(b)	What do you mean by Social Media Advertising? Explain the advantages and disadvantages of it.	**07**
Q.5	**(a)**	Explain the meaning of Direct Marketing? Explain the advantages and disadvantages of Direct Marketing.	**07**
	(b)	Explain the any two method of Measuring Advertising Effectiveness	**07**
		OR	
Q.5	**(a)**	Using consumer processing model, explain how a consumer might behave while buying a mobile phone	**07**
	(b)	What do you mean by PR, Publicity, sponsorships? Explain it with examples.	**07**

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