

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER-VII-EXAMINATION-WINTER-2024

Subject Code: 2577112

Date: 26/11/2024

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) What are MARCOM objectives? Discuss the methods of budgeting for the Promotional program. **07**
- (b) Define Integrated Marketing Communication and explain various tools of it with suitable examples **07**
- Q.2** (a) Explain the FCB model. **07**
- (b) What do you mean by PR, Publicity, sponsorships? Explain it with examples. **07**
- OR**
- (b) What is DAGMAR? Explain how marketers might use DAGMAR in Establishing objectives. **07**
- Q.3** (a) Explain various kinds of Advertising Appeals with its usage. **07**
- (b) What is an “Advertising Agency”? Discuss various agency compensation strategies in detail **07**
- OR**
- Q.3** (a) Develop a detailed ‘Advertising Plan’ for a company who wish to launch a new range of Canned Juice in their existing brand. (Make necessary assumptions). **07**
- (b) Explain some major creative styles with examples. **07**
- Q.4** (a) Write a detailed note on Social Media Advertising **07**
- (b) Explain any three-consumer sales promotion and trade promotion technique. **07**
- OR**
- Q.4** (a) Explain the various elements in the communication process. How does a channel factor influences the receiver of the message? **07**
- (b) Evaluate Direct Marketing as an important tool of IMC. **07**
- Q.5** (a) What is event management? Explain different opportunities and challenges in event management. **07**
- (b) What is celebrity endorsement? Discuss the factors affecting while selecting celebrity endorser. **07**
- OR**
- Q.5** (a) Compare and contrast the AIDA model from the hierarchy of effect model. Justify your argument with an appropriate example **07**
- (b) Discuss any four methods of measuring advertising effectiveness during the pre-testing phase **07**
