

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA-SEMESTER-III-EXAMINATION-WINTER-2024**

**Subject Code: 4539212****Date: 16/12/2024****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.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	Explain following terms: (a) Semiotics (b) Point of Parity (c) SEO vs. SEM (d) TRP (e) Interstitials (f) Publicity (g) Recency v/s Primacy effect	<b>14</b>
<b>Q.2</b>	(a) Briefly explain the tools of integrated marketing communications.	<b>07</b>
	(b) Apply the Hedonic Experiential Model to a specific product or service and discuss how it influences consumer preferences.	<b>07</b>
<b>OR</b>		
	(b) Assess the challenges marketers face in capturing consumer attention and converting interest into action within the AIDA framework.	<b>07</b>
<b>Q.3</b>	(a) Define marketing communications (Marcom) budgeting and discuss various methods of budgeting used in Marcom.	<b>07</b>
	(b) Demonstrate how organizations can utilize the DAGMAR model to improve their advertising strategies and accountability.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Apply the functions of advertising agencies to a specific marketing campaign and discuss how their involvement enhances the campaign's effectiveness.	<b>07</b>
	(b) Evaluate various types of advertising appeals and explain their significance in influencing consumer behavior.	<b>07</b>
<b>Q.4</b>	(a) Describe the key steps in the personal selling process and explain its role in the overall marketing strategy of a business.	<b>07</b>
	(b) Analyze the challenges and opportunities of social media advertising in comparison to traditional advertising methods.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Discuss various pre-testing and post-testing methods of Measuring Advertising Effectiveness in predicting advertising success and consumer response.	<b>07</b>
	(b) Evaluate traditional print ad components and discuss effectiveness of integrating these components with digital elements (e.g., QR codes, augmented reality) in enhancing consumer engagement.	<b>07</b>

## Q.5

### CASE STUDY:

#### Introduction

In an era where sustainability and environmental consciousness are at the forefront, brands must craft their messages carefully to resonate with eco-aware consumers. EcoBrew, a hypothetical beverage company specializing in organic and environmentally friendly coffee, exemplifies the successful application of Integrated Marketing Communication (IMC) to build brand awareness and drive customer engagement. This case study delves into EcoBrew's IMC strategy and its impact on the brand's growth.

#### Background

EcoBrew was founded with a mission to provide high-quality organic coffee while promoting sustainable farming practices. As a newcomer in the competitive beverage market, EcoBrew sought to distinguish itself through a cohesive marketing communication strategy that highlighted its commitment to sustainability and quality.

#### IMC Strategy Implementation

To achieve its marketing objectives, EcoBrew adopted an IMC strategy with the following key components:

1. **Advertising:** EcoBrew launched a series of visually compelling television and online ads that emphasized its organic coffee's benefits, showcasing the ethical sourcing and eco-friendly packaging. The ads portrayed coffee farmers' stories, creating a connection with consumers who value sustainability.
2. **Public Relations:** The brand engaged in proactive media outreach, collaborating with lifestyle and eco-conscious publications to feature articles about its sustainable practices. EcoBrew also participated in environmental forums and sponsored local clean-up initiatives, reinforcing its commitment to the environment.
3. **Social Media Marketing:** EcoBrew established a strong presence on platforms like Instagram and Facebook, sharing vibrant images of coffee preparation, behind-the-scenes farm tours, and customer testimonials. Engaging posts encouraged followers to share their EcoBrew experiences, creating a community of coffee enthusiasts.
4. **Promotions and Events:** To foster direct consumer interaction, EcoBrew organized coffee-tasting events at local farmers' markets and coffee expos. These events allowed potential customers to sample the products and learn about sustainable coffee practices firsthand.
5. **Sales Promotion:** EcoBrew implemented seasonal promotions, offering discounts on first-time purchases and creating a subscription service for regular customers. Targeted email campaigns kept subscribers informed about new products and eco-friendly tips.

#### Results

EcoBrew's integrated approach yielded impressive results. Within six months, the brand saw a 40% increase in online sales and a 25% rise in foot traffic at its retail partners. The cohesive messaging across various channels enhanced brand recognition and loyalty, with surveys indicating that 70% of customers felt more connected to EcoBrew due to its sustainability focus.

#### Conclusion

EcoBrew's case illustrates how Integrated Marketing Communication can effectively promote a brand's core values while fostering customer engagement. By unifying its messaging across multiple platforms, EcoBrew successfully captured the attention of eco-conscious consumers and established itself as a leader in the sustainable coffee market. As brands navigate an increasingly competitive landscape, the IMC approach will be crucial for those aiming to resonate with their target audience.

- (a) What role did social media play in EcoBrew's IMC strategy? **07**
- (b) Evaluate the effectiveness of EcoBrew's advertising strategy. **07**
- OR**
- (a) How did EcoBrew's promotional events contribute to its success? **07**
- (b) In your opinion, what are the key elements of a successful IMC strategy? **07**

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