

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED - SEMESTER - VII EXAMINATION - WINTER 2025

Subject Code: 2577112

Date: 19-11-2025

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.**

	Marks
Q.1 (a) Critically Evaluate the strategic objectives of marketing communication in shaping brand perception and consumer behavior.	07
(b) Outline the stages of the IMC planning process and Critically assess their Role in aligning communication efforts with business objectives.	07
Q.2 (a) Examine the application of the Means - End chain theory in modern advertising. And what are its limitations in understanding consumer decision - making ?	07
(b) Analyze how social media has Transformed traditional source types and their influence on Audiences ?	07
OR	
(b) Compare and contrast different methods of Budgeting. Explain the MARCOM Budgeting method.	07
Q.3 (a) How Would You develop a media strategy for a Low - budget start up launching a new eco - friendly product in a saturated market ? Justify Your media choices.	07
(b) Define the different different types of media terminologies in details.	07
OR	
(a) Examine the effectiveness of Out - of - Home (OOH) advertising in Urban versus Rural markets , with a focus on ROI .	07
(b) How do cultural factors influence PR strategies in global IMC campaigns ?	07
Q.4 (a) compare the various types of Mobile marketing techniques and Assess their effectiveness in Targeting consumers.	07
(b) Can Dummy Advertising vehicles be used effectively in digital Environment ? Justify with a Framework for digital adaptation.	07
OR	
(a) Asses the impact of display and banner advertising on consumer engagement and brand recall in the digital space.	07
(b) Differentiate Inbound vs. Outbound telemarketing in terms of cost - efficiency and customer satisfaction.	07

- Q.5 (a)** A Tech brand is introducing a smart home Assistant device , how You can apply the AIDA and FCB Grid models to Outline a consumer response path ? How should communication strategies differ at each stage of consumer decision making ? **07**
- (b)** Discuss How advertising Agencies adapt to changing consumer behaviors, especially in the context of Gen Z and digital natives . **07**

OR

- (a)** what is the role of Personal selling in promotion mix ? How does Personal selling contribute to Integrated Marketing Communications. **07**
- (b)** What are the challenges in attributing conversions to specific Online advertising channels in a Multi - touch point environment **07**
