

Enrollment No.: _____

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: 4539212

Date: 18-12-2025

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.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) AIDA (b) Publicity (c) SEO (d) Podcasts (e) Semiotics (f) Broadcast Media (g) Hedonic Experiential Model	14
Q.2	(a) Define Integrated Marketing Communication and explain various tools of it with suitable examples	07
	(b) Explain the Communication Model with an example	07
	OR	
	(b) Explain DAGMAR with an example	07
Q.3	(a) Explain SEO and SEM with examples	07
	(b) Explain the FCB model with examples	07
	OR	
Q.3	(a) Describe Pretesting, Concurrent testing and Post testing with examples.	07
	(b) Explain advertising appeal? Discuss the different types of appeals? Give suitable example of television commercials for each type of appeal	07
Q.4	(a) Explain Consumer and Trade oriented sales promotion tools	07
	(b) "Sales figure is the yardstick to measure success of any IMC Programme". Comment and validate your arguments with an appropriate example.	07
	OR	
Q.4	(a) Discuss some of the reasons why some companies decide not to measure the effectiveness their promotional programs. Explain why this may or not be a good strategy.	07
	(b) Illustrate the usage of Celebrities in advertisements with examples	07

Q.5

Case Study: BCD Ltd., a major FMCG company already established in the curd, buttermilk, and lassi product categories, is now planning to launch a new tetra-packed lemon juice under the name "BCD's Lemon Juice." The company has a national presence for its other products, including juices, and has an existing distribution network that will facilitate the launch without any logistical issues.

Product Name:

BCD's Lemon Juice

Product Features:

- Natural
- lemon juice
- No added colors
- No concentrates
- Organic certified
- No artificial sweeteners

Benefits: BCD's Lemon Juice offers several health advantages, such as an instant energy boost, hydration, a rich source of Vitamin C, and aiding digestion, all of which have been endorsed by health experts.

Peak Consumption Period:

The highest demand is expected during the summer months.

Direct Competition:

Limited to a few branded tetra pack companies (none with a national presence), and small local lemon juice shops.

Indirect Competition:

Other fruit juices and buttermilk.

- (a) Identify the segment which can be targeted for their BCD's Lemon Juice and elaborate on the reasons for the same **07**
- (b) Create a print advertisement for the segment which you have identified. **07**

OR

Q.5

- (a) If the company wants to launch the product – BCD's Lemon Juice only in Gujarat, then which communication tools should be used and why? Justify your answer **07**
- (b) Frame sales promotion strategies for consumers as well as trade for the launch of BCD's Lemon Juice in all of Gujarat. **07**
