

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA. Sem-III Regular Examination January 2011****Subject code: 830102****Subject Name: Integrated Marketing Communication****Date: 07 /01 /2011****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Discuss how the integrated marketing communication (IMC) perspective is different from traditional advertising and promotion. What are the reasons behind more and more companies taking decisions pertaining to advertisement and promotion in view of integrated marketing communications perspective? Elaborate your answer with suitable example. **07**

(b) Discuss the merits and demerits of using an in-house advertising agency. What are the rationales behind appointment of external agency by the organization to conduct activities related to “Integrated Marketing Communication” (IMC)? **07**

Q.2 (a) Explain various elements of communication process. How does a channel factor influence the receiver of the message? Justify your answer with suitable example. **07**

(b) Compare and contrast the AIDA model from the hierarchy of effect model. Justify your argument with appropriate example. **07**

OR

(b) Most marketers choose message sources with high credibility. Discuss some reasons why it may be needless or even harmful to use a source of high credibility. **07**

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) Discuss some of the reasons manager persist to set IMC budget using “top-down” budgeting methods. **07**

OR

Q.3 (a) “Sales figure is the yardstick to measure success of any IMC programme”. Comment and validate your arguments with appropriate example. **07**

(b) How the communications effects pyramid can be used in developing communication objectives for a new brand as well as an established brand? Provide examples to justify your arguments. **07**

Q.4 (a) What do you mean by advertising appeal? What are different types of appeals? Give suitable example of television commercial for each type of appeal. **07**

(b) What is meant by a media-driven creative strategy? What are the advantages of taking this approach to creative strategy development? Give suitable examples of television commercial with appropriate explanation. **07**

OR

Q.4 (a) Discuss the ethical implication of using personality symbols that might be appealing to young audience for advertising alcohol or tobacco products. Do you agree with the point of advertisers who argue that they do not deliberately attempt to reach young audience with advertisement using these personality symbols? **07**

(b) “There is a tradeoff between reach and frequency in media planning”. Explain this statement and give examples. 07

Q.5 (a) List out reasons behind avoiding measurement of the effectiveness of the promotional programme by the companies. Do you agree that the effectiveness measurement of promotional programme is a futile task for the company? 07

(b) Discuss the difference between pre-testing and post- testing. Give appropriate example of each. 07

OR

Q.5 (a) What is the difference between a laboratory test and a field test? When should each be employed? Give suitable examples of each. 07

(b) In era of globalization, a great deal of money is being spent on sponsorships by consumer durable companies in India. Discuss why organizations are increasing their expenditures in this area, and how they can measure the effectiveness of these investments. 07
