

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Semester –III Examination Dec. - 2011**

**Subject code: 830102**

**Date: 15/12/2011**

**Subject Name: Integrated Marketing Communication**

**Time: 10.30 am – 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.**

**Q.1 (a)** What is meant by primary versus selective demand advertising? **07**  
Provide examples of each. Discuss when a marketer might focus on primary demand stimulation versus selective demand stimulation.

**(b)** Families may influence the consumer decision-making process. **07**  
Describe how various family members may assume the different roles in the family decision making process. Also explain how these roles might change depending upon the product under consideration.

**Q.2 (a)** Discuss how marketers of low-involvement products such as soft drinks or toilet soap would use various IMC tools differently than a marketer of a high-involvement product such as a personal computer or automobile. **07**

**(b)** Explain what is meant by a central versus peripheral route to persuasion and the factors that would determine when each might be used by consumers in response to an advertisement. **07**

**OR**

**(b)** Which are the factors advertising manager should consider while choosing celebrity endorser? Also explain the risks of using celebrity in advertisement. **07**

**Q.3 (a)** There have always been attempts to directly measure the effects of advertising on sales. At the same time, there are many who believe that this is rarely possible. Why is it so difficult to establish a relationship between advertising and sales? **07**

**(b)** Explain different top down budgeting methods. Also list down the factors influencing advertising budgets. **07**

**OR**

- Q.3 (a)** Differentiates between communications objectives and sales objectives. Explain the difference. **07**
- (b)** What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR? **07**
- Q.4 (a)** Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. **07**
- (b)** Explain the following execution techniques/ appeals with suitable example **07**
- i. Demonstration
  - ii. Slice of life
  - iii. Humor
  - iv. Fear
- For what types of products and services might these work best?
- OR**
- Q.4 (a)** You are advertising director of IBM India. Your competitor Compaq India's ad campaign is cutting into your business. You decide it's time to advertise. Which type of media should you consider for advertising your product and why? **07**
- Q.4 (b)** What is meant by a unique selling proposition (USP)? Find an example of an ad your feel uses a unique selling proposition as its major selling idea. Evaluate this ad against the three characteristics of USP's. **07**
- Q.5 (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)** Evaluate the arguments for and against advertising to children. Do you feel restrictions are needed for advertising and other forms of promotion targeted to children? **07**
- OR**
- Q.5 (a)** Discuss the role the media play in the self-regulation of advertising. Do you view self-regulation as an effective way of protecting consumers from offensive or misleading advertising? **07**
- (b)** What is corrective advertising? Why do you think corrective advertising is so controversial? Evaluate the arguments for and against corrective advertising? **07**

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