

GUJARAT TECHNOLOGICAL UNIVERSITY**M.B.A -IIInd SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 2830102****Date: 01/06/2012****Subject Name: Integrated Marketing Communication (IMC)****Time: 02:30 pm – 05:30 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) Describes different positioning strategies. Give examples of products and/or brands that utilize each of these different strategies. **07**

(b) Discuss the difference between a push and a pull strategy. What kinds of firms would be more likely to employ each strategy? Give examples. **07**

Q.2 (a) Discuss the pros and cons of using a comparative advertising message. Why do you think more high-profile companies such as Apple, Ford are choosing to use comparative ads? **07**

(b) What are the differences between the source credibility components of expertise and trustworthiness? Discuss the various components of source credibility. **07**

OR

(b) What is meant by a primacy versus recency effect? When might an advertiser want to try and achieve each type of effect? **07**

Q.3 (a) Differentiates between communications objectives and sales objectives. Explain the difference. **07**

(b) 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**

OR

Q.3 (a) 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**

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

Q.4 (a) You are advertising manager of DELL 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**

(b) Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. **07**

OR

- Q.4** (a) Discuss the use of slice-of-life execution techniques in advertising. For what types of products and services might this execution technique work best? **07**
- (b) 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**
- Q.5** (a) (1) Discuss the reasons why advertising agencies lose accounts. **03**
 (2) Explain different build-up budgeting methods. **04**
- (b) (1) What is meant by a one-sided versus a two-sided message? **03**
 (2) What is meant by a unique selling proposition (USP)? Also list down three characteristics of USP's. **04**
- OR**
- Q.5** (a) (1) What is meant by primary versus selective demand advertising? Provide examples of each. **03**
 (2) Explain different factors that influence sales. **04**
- (b) (1) Define low involvement products and high involvement products with suitable examples. **03**
 (2) Explain teaser advertising. **04**
