

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021**

**Subject Code: 4539212****Date: 19/08/2021****Subject Name: Integrated Marketing Communications****Time: 02:30 PM TO 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. No.	Question Text and Description	Marks
Q.1	Define the following with practical examples. (a) Reach & Frequency (b) Semiotic perspective (c) Selling idea: USP (d) Brand loyalty (e) Push & Pull strategy (f) Transit Advertising (g) Guerrilla Marketing	14
Q.2	(a) Explain the process of consumer decision making in detail.	07
	(b) Define IMC. Explain how integrated marketing communication differs from traditional advertising and promotion.	07
<b>OR</b>		
	(b) What are the Advertising Risks of Using Celebrities? Define in detail.	07
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 any two response process model with suitable example in detail.	07
<b>OR</b>		
Q.3	(a) Define Methods to determine MARCOM budget.	07
	(b) Discuss various creative tactics for print advertisements.	07
Q.4	(a) Explain the Vaughn's FCB planning model	07
	(b) What is top-down approach of budgeting? Explain different methods of top-down budgeting	07
<b>OR</b>		
Q.4	(a) Write a note on sales promotion & Personal selling with suitable example.	07
	(b) Explain various types of message appeals with example	07
Q-5	<b>CASE STUDY:</b> Sedona Advertising is developing a marketing campaign for a Latter-Day Skates, a skateboard manufacturer. The greatest emphasis has been placed on the design of a series of ads featuring the riders using their boards in thrilling, extreme riding situations. The agency has pre tested the recall of these print ads. As part of the ad evaluation process, the agency determined the Latter-Day's share of voice is 6 percent and its share of market is 4.4 percent for its last ad campaign during which it spent \$35,000.	14

As part of this integrated marketing campaign, Sedona is also designing sales promotion activities. Latter-Day wants to link the sales of its best selling long boards to its new line of Vert-Rider specialty boards without cannibalizing sales of the established product. This is the first ever line of skateboards designed with vertical riding in mind. As Sedona gears up for this campaign, the owner of Latter-Day Skates announces he really wants to build community awareness of what the company does, especially its charitable work. This new promotional task is being added after most of the budget has already been allocated. Sedona Advertising is searching for a way to meet the owner's goals within his current budget.

- (a) What would be the most likely advertising objectives for the two products listed?
- (b) What is the most probable way for Sedona to help Latter-Day Skates get the word out about their charitable work and still stay within the budget?

OR

- (a) What are the sales promotion tools company may use?
- (b) How effective will be celebrity endorsement, explain it with pros & cons of it.

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