

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –III-EXAMINATION – SUMMER-2022**

Subject Code: 4539212

Date: 16-07-2022

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.1 (a)	Short Questions		
	Explain Following 1) Direct Response advertisement 2) Define Integrated Marketing Communication 3) POP Vs POD with respect to Brand positioning 4) Pros and Cons of Public Relations as IMC tool. 5) Semiotics 6) Differentiate between SEO and SEM 7) Collateral services		14
Q.2	(a)	Differentiate among various marketing communication tools, Advertisement, Publicity, Sales Promotion and Direct Selling.	07
Q.2	(b)	Write a note on IMC planning process with the suitable example of your choice.	07
		<b>OR</b>	
Q.2	(b)	Describe disadvantages of Social Media Marketing and How Print or television media can support in filling the gap ? Justify your answer with suitable examples.	07
Q.3	(a)	Explain Hedonic Experiential model in Integrated Marketing Communication process with suitable example of your choice.	07
	(b)	Explain DAGMAR approach of Integrated Marketing Communication programme.	07
		<b>OR</b>	
Q.3	(a)	Briefly differentiate among Response hierarchy models: AIDA, AIETA and FCB Grid,	07
	(b)	What factors will be considered while developing and executing Advertisement campaign? Explain in brief ad campaign management strategies.	07
Q.4	(a)	How advertising agencies function? Write a note on inter dependency and relationship among client. Advertising agency and Government.	07
	(b)	Explain media planning, media strategy and channel strategy in Advertising design with one suitable example of your choice.	07
		<b>OR</b>	

<b>Q.4</b>	<b>(a)</b>	Briefly explain test used for pre, concurrent and post testing of measuring advertisement effectiveness. (Briefly explain any two tests in each pre – concurrent and post tests.)	<b>07</b>
	<b>(b)</b>	Differentiate between podcast and broad cast and also write disadvantages of Podcast , Email and Blogs advertisements.	<b>07</b>

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**Show up at relevant moments during the shopper journey:  
Nespresso**

The future of ads has arrived: How brands use automation to grow their e-commerce business, a classic example is Nespresso.

Even as offline spaces open up, people are choosing to stay online. From brand apps on their phone to YouTube videos on their connected TV, people are embracing new and convenient ways of shopping across online channels and digital devices. For brands, however, this poses the challenge of reaching people effectively across myriad customer journeys and meeting their expectations. It's why those ahead of the curve are turning to marketing automation to grow their e-commerce business.

Marketing automation tools use machine learning to assess audience signals in real time and at scale, providing marketers with an understanding of consumer intents and preferences. This enables them to ensure brand campaigns show up at relevant moments in people's shopping journeys, and that they connect with high value customers at scale.

Brands are also relying on automation to simplify the management and optimization of their campaigns. In fact, over 80% of Google advertisers are using automated bidding to improve ad performance and free up time for other tasks.

3 ways marketing automation enables business growth

- 1) Show up at relevant moment during shoppers journey
- 2) Connect with high value customer at scale
- 3) Simplify campaign management and optimization

Savvy brands across APAC are maximizing the power of marketing automation by using Performance Max. It consolidates all your performance advertising activity into a single campaign that runs across Google channels, including Search, YouTube, Display, Discover, Gmail, and Maps. And by connecting your Performance Max campaign with your Google Merchant Center feed, you can also surface your storefront to people when they are browsing and most interested in making purchases. Brands that have used Performance Max campaigns see an average increase of 13% in total incremental conversions at a similar cost per action.<sup>2</sup>

Here's how three brands tapped into marketing automation with Performance Max to reach high value customers, in relevant moments, and at scale, to improve bottom lines.

Nespresso, targeting at show up at relevant moment during shoppers journey thought, rightly campaigned while, people staying indoors during the pandemic, coffee aficionados in Thailand searched for ways to enjoy a cuppa from home. This led to a significant jump in coffee machine sales and Nespresso wanted to tap into this consumer buying behavior to increase its online sales. It made use of Performance Max campaigns to get in front of people searching online for ways to enjoy a cafe experience at home.

Nespresso integrated creative assets and data from its Google Merchant Center shopping feed into Performance Max to run advertising across multiple channels quickly and efficiently, and to maximize online sales. The marketing automation power of Performance Max also enabled Nespresso to use the most relevant creative assets to reach shoppers most likely to convert.

The result: conversions improved by 55% and cost per action were reduced by 3% compared with the brand's existing campaigns.



Q.5	(a)	Describe business opportunities and challenges of Nespresso during pandemic time and how they concerted threat in to the opportunities ?	7
	(b)	How marketing automation tools are likely to be affecting the integrated marketing communication ? How companies can take advantage of the same ? Also draw the impact of it on Nespresso.	7
OR			
	(a)	Critically examine and give your thoughts on the prescribed ways marketing automation will be enabling future business growth	7
	(b)	How are the results measured on Nespresso of Marketing Automation? Are they attractive and beyond expectations? Give your thoughts and reasons how it could happen.	7



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