

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA- SEMESTER - III-EXAMINATION- SUMMER-2023**

**Subject Code: 4539212**

**Date: 21/06/2023**

**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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Define the following with practical examples. (a) Evoked Set (b) MARCOM (c) Transit Advertising (d) Direct Marketing (e) TRP (f) Publicity (g) Reach & Frequency	<b>14</b>
<b>Q.2</b>	(a) What is meant by selective demand advertising? Explain it with suitable example. (b) Explain DAGMAR approach with pros and cons of DAGMAR. <b>OR</b> (b) Explain the Vaughn's FCB planning model	<b>07</b> <b>07</b> <b>07</b>
<b>Q.3</b>	(a) What are the various risks involved in taking celebrities for advertisements? (b) Explain Elaboration Likelihood Model with appropriate examples. <b>OR</b>	<b>07</b> <b>07</b>
<b>Q.3</b>	(a) Explain S-shaped sales response model. (b) Discuss advantages and disadvantages of internet as marketing communication tools.	<b>07</b> <b>07</b>
<b>Q.4</b>	(a) Explain the process of consumer decision making in detail. (b) What is top-down approach of budgeting? Explain different methods of top-down budgeting <b>OR</b>	<b>07</b> <b>07</b>
<b>Q.4</b>	(a) What is Personal selling? Explain Its characteristics (b) Explain the various methods of compensating ad agencies.	<b>07</b> <b>07</b>

**Q-5 CASE STUDY:**

Assume that you are starting your new business of Milk chocolate in Gujarat Region. Price of the product is Rs. 40. Product is having waterproof packaging with bright colours. Segment you are considering is teenager. Give answer to below mentioned questions with proper justification.

- |  |    |
|--|----|
| (a) How Packaging can influence taste?                 | 07 |
| (b) How Packaging can influence value?                 | 07 |
| <b>OR</b>  |    |
| (a) How Packaging can influence consumption?           | 07 |
| (b) There is no impact of packaging on sales, justify. | 07 |

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