

Seat No.: _____

Enrolment No. _____

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

Subject code: 2830102

Date: 15/12/2011

Subject Name: Integrated Marketing Communication (IMC)

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) Define IMC. Explain the major reasons for the growth of Integrated Marketing Communication. **07**

(b) Explain the various advertising Pre-Testing Methods. **07**

Q.2 (a) Explain the various elements in the communication process. How does a channel factor influence the receiver of the message? **07**

(b) What do you mean by advertising appeal? Explain with examples different types of appeals. **07**

OR

(b) A consumer buys hair-fall reducing oils of two different brands. However, she does not experience any noticeable problem reduction. According to the theory of classical conditioning, how is she most likely to behave in response to an advertisement of a third hair-fall reducing oil? Why? **07**

Q.3 (a) Explain DAGMAR as an approach to setting advertising objectives. **07**

(b) Explain what is meant by creative strategy and creative tactics in advertising. Explain giving suitable examples. **07**

OR

Q.3 (a) What is meant by positioning? Explain the various approaches to positioning and give examples of companies or brands that use each approach. **07**

(b) Critics of the percentage-of-sales method of budget setting contend that this method ‘reverses the advertising and sales relationship’ and that it “treats advertising as an expense rather than as an investment”. Explain what these arguments mean and discuss its merits. **07**

Q.4 (a) Subliminal advertisement affect the human being if, stimuli has been used in proper way, but the consensus among advertisers is that it simply does not work in the advertisement context. Relate subliminal advertisement to exposure effect. **07**

(b) What are cognitive responses? In all buying situations consumers do not pass through learn-feel-do sequence. Why? **07**

OR

Q.4 (a) Elucidate the pros and cons of using an open-ended message that does not draw specific conclusions versus a closed-ended message that does make explicit conclusions for the message recipient. **07**

(b) Define Advertising. Explain Advertising agency structure in detail. **07**

- Q.5 (a)** The FCB Grid is shown as a continuum based on the hypothesis that over time, consumers shift from rational to emotional thinking and high involvement can decay to relatively low involvement. What are the reasons for this shift? Which product categories have made such shifts? **07**
- (b)** Identify products where marketers have made use of reference groups for communicating about their products/ brands. Do you think the use of reference group marketing works for all kinds of products? Give examples to substantiate your opinion. **07**

OR

- Q.5 (a)** Explain the two sales response models. Explain the differences between the two models. **07**
- (b)** “ There is a trade-off between reach and frequency in media planning”. Explain this statement with suitable examples. **07**
