

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**M.B.A -III<sup>rd</sup> SEMESTER-EXAMINATION – MAY/JUNE- 2012**

**Subject code: 830102**

**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) You are an agency manager of ABC advertising agency and today one manufacturer of fashion apparels for male and females comes to you for making the advertising and promotional plan for his product. Develop an integrated marketing communication planning model. **07**
- (b) Explain the alternative response hierarchies model with suitable examples. **07**
- Q.2** (a) Explain the different types of ad – agencies in detail. **07**
- (b) Explain the agency compensation strategies in detail **07**
- OR**
- (b) Explain the following terms. **07**
- |                   |               |
|-------------------|---------------|
| a. Wearout        | e. Clutter    |
| b. Needle drop    | f. TRP        |
| c. Zapping        | g. AQH figure |
| d. Pupillometrics |               |
- Q.3** (a) Explain the roles in the family decision making process with reference to one high involvement and one low involvement product. **07**
- (b) Discuss the various budgeting approach in brief. **07**
- OR**
- Q.3** (a) Explain the young’s creative process in brief. Explain the “inherent drama” with suitable example. **07**
- (b) Discuss the various advertising appeals with suitable examples. **07**
- Q.4** (a) Explain the various advertising execution strategies in brief. **07**
- (b) You are a supermarket owner. Which media you would like to use for your marketing of your store? Discuss the rationale behind your choice. **07**
- OR**
- Q.4** (a) Discuss the supportive and non supportive reasons to measure advertising effectiveness. **07**
- (b) Bajaj auto has started a TV commercial for its Discover 150 cc model before couple of months showing children in it. Criticize the advertisement with respect to children advertising review unit principals. **07**
- Q.5** (a) “Advertising makes people buy the things they don’t need”. Criticize the sentence. **07**
- (b) Discuss the disadvantages of using celebrity endorsement with examples. **07**
- OR**
- Q.5** (a) Discuss the attitude change strategies with suitable examples in detail. **07**
- (b) In this summer you are going to start retail chain store of Gujarat’s famous “Mataka Kulfi” across the big cities of Gujarat. How will you decide your positioning strategy for it? **07**

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