

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 01– • EXAMINATION – SUMMER 2018

Subject Code: 830102

Date:04/05/2018

Subject Name : Integrated Marketing Communication

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 Option	6
Q.1 (a)	Which of the following are tools used by public relations departments A. Product publicity B. Press relations C. Counseling D. All of the above	
1.	Which type of advertising objective is the most important for mature products A. Persuasive Advertising B. Comparison advertising C. Reminder Advertising D. Informative advertising	
2.	What is the name of the promotional tool aimed at building good relations with a company and its publics A. Publicity B. Public relations C. Advertising D. Promotion	
3.	Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is A. Press B. Direct marketing C. Advertising D. All the above	
4.	Which of the following an element of communication A. Encodation B. Sender C. Feedback D. All the above	
5.	Which of the component is not a part of AIDA Model A. Interest B. Demand C. Action D. Awareness	
Q.1 (b)	Explain the advertising agency role.	04
Q.1 (c)	Differentiate between centralized and decentralized advertising agency.	04
Q.2 (a)	Critically analyze the DAGMAR approach.	07
Q.2 (b)	Suppose you are the promotion manager of a FMCG company, your company has recently launched XYZ men's fairness cream. How will you decide the promotion strategy and what factors will you keep in mind.	07

OR

- (b) “To fully appreciate IMC preservative one has to look through the consumer eyes” Justify the given statement. **07**

Q.3 (a) Explain the different types of ad agencies. **07**

(b) Discuss any visual Ad and critically analyze its audio and video part. **07**

OR

Q.3 (a) Discuss in details the process of public relation. **07**

(b) “Publicity is a very powerful means of IMC it can make or break product” substantiate with help of examples. **07**

Q.4 (a) Explain the following Models **07**

(A)Elaboration Likelihood model [4]

(B)The Foot Cone and Belding Model [3]

(b) Some companies spend most on the advertising budget but do not necessarily achieve the highest brand value for their products. Sometimes those who spend very little are able to achieve this objective. Explain what factors may lead to these results. Provide examples. **07**

OR

Q.4 (a) Explain the various factors in establishing and allocating promotional budget. **07**

(b) Differentiate between the communication and sales objective and explain the differences with suitable examples. **07**

Q.5 For years Avon lady was a fixture in American neighborhoods. Selling door-to door built Avon into the world's largest manufacturer of beauty products. Avon operates in 135 countries and besides the cosmetics it also sells jewelry, home furnishings, and baby-care products. Avon pioneered the idea of hiring housewives for direct selling cosmetics in the neighborhood. But in 1980s, as millions of women began to work outside the home, the cosmetics maker's pool of customers and sales representatives dwindled, and its sales faltered. By 1985, its profits were half what they had been in 1979. Consumer research showed that many women thought Avon's make-up was "stodgy," its gifts products overpriced, and its jewelry old-fashioned. So the company created a more contemporary line of jewelry, lowered the prices of its giftware to offer more items under \$15, and expanded its lipstick and nail polish colours. On the selling side, recruiting sales people had become problematic, much as it had for other direct sellers like Mary Kay Cosmetics and Premark International's Tupperware division. To attract sales representatives and boost productivity, Avon improved incentive compensation plans and offered free training programmes for recruits. As a result, Avon's direct-sales business – which accounts for 70 per cent of sales and 85 per cent of operating profits – experienced a dramatic turnaround. Within a year sales rose 17 per cent, to \$2.9 billion, and profits jumped as much as 25 per cent. Today more than 450,000 sales representatives work for Avon and fill out some 50,000 orders daily. Sales exceed \$3.5 billion a year. Nonetheless, Avon estimates that at least ten million women in the US who are interested in buying from Avon are unable because no sales representative is calling. To win back some of the customers and attract new ones, the company has begun mailing catalogues directly to potential customers nationwide. The move represents growing concern at Avon that its core market has matured. The growing number of women joining work force means that fewer of them have time to meet with Avon representatives. Although Avon remains the nation's largest direct seller of beauty products, supermarkets and discount stores are stealing market share. Avon hopes that mail-order catalogues will help to reach "stranded" customers.

The plan is to send catalogues to people who have moved or who no longer are active buyers. They can then order directly through the company or through a salesperson. Initial expectations are modest. Avon hopes catalogue sales will reach \$25 million the first year. In the long run, Avon hopes to penetrate major cities and suburbs, the places where much of the female work force is absent at prime selling times. Avon is also increasing the use of toll free numbers in conjunction with this strategy

Questions

1. Do you think Avon's approach in response for changing conditions is right for products that need personal contact by saleswomen?
2. Suggest any other solution than what Avon is planning to do.

OR

Q.5

In the beginning of the 90's, The Taj undertook a formal marketing research exercise to understand the current life style. Formally, it relied upon research inputs from the airline and travel industry. The research attempted to discover what would appeal to the future Customer. The top ranking was received by "exclusively". The findings also revealed that the company's existing customer base of traditionalist who like the classy understated Taj was shrinking. Taj is powerful brand name, with a high degree of unaided recall. The recent corporate campaigns strengthen this strong identity of the Taj. The Taj is symbolized by enigmatic women who are known for hospitality and efficiency. This is the new identity developed after consumer attitude study towards the Taj. In -depth interviews were conducted. The research was qualitative. The parameters examined were doing the right things, the quality of check in , the smile, the greeting or the welcome drink . The taj has been given a distinct personality of "caring , efficient and enigmatic". I t is an emotional slot. The line goes on " she is the Taj" baseline is "Nobody cares as much"

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Questions:

Q1 A new hotel at tourist spot is trying to create its identity, how can it be done?

Q2 Discuss the importance of relationship marketing in marketing a hotel chain.
