

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA - SEMESTER-III • EXAMINATION – WINTER 2013**

**Subject Code: 2830102**

**Date: 20-12-2013**

**Subject Name: Integrated Marketing Communication (IMC)**

**Time: 14:30 pm – 17:30 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) Explain the model of Alternative Response Hierarchies given by Michael Ray **07**  
(b) Explain various kinds of advertising Broadcast media with its pros and cons. **07**
- Q.2** (a) Define Integrated Marketing Communication and Explain various tools of it with examples. **07**  
(b) Which type of testing method we should use for measuring the Advertising effectiveness? **07**
- OR**
- (b) Explain the various Advertising Budget Methods. **07**
- Q.3** (a) What is SP? Explain the Various Consumer Promotion tools. **07**  
(b) Being an Advertising Manager of one of the Public Ltd Company, you will hire an outside Ad Agency rather than using of In-house Ad Agency, Why? **07**
- OR**
- Q.3** (a) Explain the various Approaches to Positioning A Product/Service or Brand with Examples. **07**  
(b) What is DAGMAR? Explain the Characteristics of Good Objectives. **07**
- Q.4** (a) “Sales figure is the benchmark to measure success of any Salesman,” which type of innovative roles played by you for acquiring higher sales? **07**  
(b) Explain the various External Influences on Consumers with examples **07**
- OR**
- Q.4** (a) Define Advertising. Explain the types of Advertising Appeal with suitable examples. **07**  
(b) In a Recent day’s many firms using Corporate Advertising rather than using Public Relation for Building the Brand. - Comment
- Q.5** (a) Explain in brief Three scheduling methods. **07**  
(b) What is Marketing Communication? Explain Foote, Cone & Belding model in detail. **07**
- OR**
- Q.5** (a) Which types of risk is associated when firm using the Celebrities for Promotion of their products.? **07**  
(b) “Image Ads Can Have a Strong Effect on Preference” - Comment **07**

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