

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014

Subject Code: 830102**Date: 31-05-2014****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)** What is meant by the concept of integrated marketing communications (IMC)? Discuss various tools of IMC with suitable examples. **07**
- (b)** “Advertisement adds to the cost but not the value of the product” Comment **07**
- Q.2 (a)** Describe how cultural differences might impact viewers’ perceptions of advertisements. Discuss with example **07**
- (b)** What are the advantages and disadvantages of an In-house agency? In which type of situation, is it advisable to take support of outside agency? Discuss with appropriate hypothetical example. **07**
- OR**
- (b)** What is necessary for effective communication to occur? Discuss some of the barriers to effective communication in advertising. **07**
- Q.3 (a)** Write short notes on:- **07**
1. AIDA model
 2. Hierarchy of effects model
- (b)** What is meant by “encoding”? Explain how the encoding process differs for radio versus television commercials. **07**
- OR**
- Q.3 (a)** Explain 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. Justify your answer with suitable example **07**
- (b)** Write short notes on:- **07**
1. Elaboration Likelihood Model (ELM)
 2. Foote, Cone and Belding (FCB) Model
- Q.4 (a)** Discuss some of the reasons that managers continue to set IMC-budgets using “top down” budgeting methods. Elaborate with hypothetical example. **07**
- (b)** Define DAGMAR Approach? What are the challenges to the DAGMAR Approach? **07**
- OR**
- Q.4 (a)** What are some of the organizational characteristics that influence the IMC-budgeting decision? Explain with suitable examples. **07**
- (b)** What are the differences between marketing objectives and communications objectives? Why do so many managers confuse the two? **07**
- Q.5 (a)** Discuss the role of creativity in advertising. Who should be the right person to judge it—clients or agency creative personnel? **07**
- (b)** Write brief note on various types of “Advertising appeals” **07**

OR

- Q.5 (a)** Assume that you have been assigned to work on the development of an advertising campaign for a new brand of coffee. Discuss various types of general and product-specific preplanning inputs you might provide for the creative team. **07**
- (b)** Media planning involves a tradeoff between reach and frequency. Explain what this means and give examples of when reach should be emphasized over frequency and vice versa. **07**
