

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-III • EXAMINATION – WINTER 2013****Subject Code: 830102****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) What is positioning? Explain any four strategies marketers use to position their products. **07**
- (b) Explain in detail any two elements of the promotional mix. **07**
- Q.2** (a) Explain in detail the basic model of communication. **07**
- (b) Use McCracken's meaning transfer model to analyze the use of Mr. Amitabh Bacchan as a brand endorser for Kalyan jewelers. **07**
- OR**
- (b) Write a short note on the FCB planning model. **07**
- Q.3** (a) Explain any three top-down budgeting approaches. **07**
- (b) Explain USP as well as Positioning as approaches for developing major selling idea. **07**
- OR**
- Q.3** (a) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. **07**
- (b) Explain the major advertising appeals in detail. **07**
- Q.4** (a) Explain the following types of advertising execution styles: **07**
1. Demonstration
 2. Comparison
 3. Testimonial
- (b) What is media planning? Explain the problems in media planning. **07**
- OR**
- Q.4** (a) With the help of examples, explain the three methods of promotional scheduling. **07**
- (b) Explain any three bases of segmentation. Give example for each one. **07**
- Q.5** (a) Explain the reasons for not measuring the effectiveness of promotional program. **07**
- (b) With the help of an example, explain how classical conditioning is used in advertisements. **07**
- OR**
- Q.5** (a) Explain in detail any two methods used for post-testing of print ads. **07**
- (b) Discuss the differences between pretesting and posttesting. Give examples of each. **07**
