

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 3– • EXAMINATION – SUMMER 2016**

**Subject Code: 2830102****Date: 06/05/2016****Subject Name: Integrated Marketing Communication (IMC)****Time: 10.30 AM TO 01.30 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.**  
**Q.1**  
**(a)**

**6**

What is the main objective of informative advertising?

- (a)
1. A. To stimulate primary demand    B. To create selective demand
- C. To keep the brand in consumers' minds during the mature stage of the product life cycle    D. None of the above

Which of the following is not an element of communication?

2. A. Sender    B. Feedback
- C. Decoding    D. None of the above

Which type of advertising objective is the most important for mature products?

3. A. Persuasive advertising    B. Informative advertising
- C. Reminder advertising    D. Comparison advertising

Another name for an organization's marketing communications mix is:

4. A. The sales force.    B. The advertising program.
- C. The image mix.    D. The promotion mix.

The first step in developing an advertising program should be to:

5. A. Set the advertising budget.    B. Develop advertising strategy.
- C. Set advertising objectives.    D. Evaluate advertising campaigns.

The marketing communications mix consists of six major modes of communications. Which of the following is NOT one of these modes?

6. A. Personal selling    B. Direct marketing
- C. Sales promotions    D. Packaging

- Q.1 (b)** 1) Explain push and pull promotion mix strategies for reaching the market. **04**  
 2) Explain the term Needle Drop  
 3) Advertising appeals should have which characteristics.  
 4) What is DAGMAR?
- Q.1 (c)** Explain any three bases of segmentation. Give example for each one. **04**
- Q.2 (a)** Define IMC. Explain how integrated marketing communication differs from traditional advertising and promotion. **07**
- (b)** What is the various economic and social impact of advertising? **07**
- OR**
- (b)** Compare and contrast the AIDA model from the hierarchy of effect model. Justify your argument with appropriate example. **07**
- Q.3 (a)** Explain the agency compensation strategies in detail **07**
- (b)** Discuss the supportive and non supportive reasons to measure advertising effectiveness. **07**
- OR**
- Q.3 (a)** What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. **07**
- (b)** What is media planning? Explain the problems in media planning. **07**
- Q.4 (a)** What are some of the organizational characteristics that influence the IMC-budgeting decision? Explain with suitable examples. **07**
- (b)** Discuss the difference between pre-testing and post-testing. Give appropriate example of each. **07**
- OR**
- Q.4 (a)** Describe how cultural differences might impact viewers' perceptions of advertisements. Discuss with example **07**
- (b)** Explain various elements of communication process. How does a channel factor influence the receiver of the message? Justify your answer with suitable example. **07**

Aspirin is so potent that many in the health professions contend that if it were invented today, it would be only available by prescription. In 1897, Felix Hoffman chemically concocted the first synthetic aspirin compound, known as acetylsalicylic acid. At the time he was working for the Bayer Company. In 1899 Bayer Aspirin was introduced. It was the first tablet ever to be marketed as a water-soluble pill. Fifty billion aspirins are consumed worldwide annually.

A variety of painkillers line the store shelves today, but only aspirin is proven to have long-term cardiovascular and anticancer benefits. In spite of these positive aspects to the product, a concern that aspirin might contribute to Reye's syndrome in children, a disease that affects the brain and liver, has led to aspirin having an identity crisis. There is a generation of individuals who have grown up assuming other drugs have completely replaced aspirin. Ask someone for a aspirin these days, and you're likely to receive a Tylenol. Aspirin manufacturers are trying to educate people that simple aspirin can help keep them alive.

#### Question

- 1) Consumers who buy aspirin because they have run out but not because they have a current need for the product are probably going through which response hierarchy sequence?
- 2) What type of communication should the aspirin industry use if its goal is to promote the benefits of aspirin in a manner that it seems to allow the industry to have little or no control over the message content?

**OR**

Sedona Advertising is developing a marketing campaign for a Latter-Day Skates, a skateboard manufacturer. The greatest emphasis has been placed on the design of a series of ads featuring the riders using their boards in thrilling, extreme riding situations. The agency has pre tested the recall of these print ads. As part of the ad evaluation process, the agency determined the Latter-Day's share of voice is 6 percent and its share of market is 4.4 percent for its last ad campaign during which it spent \$35,000.

As part of this integrated marketing campaign, Sedona is also designing sales promotion activities. Latter-Day wants to link the sales of its best selling long boards to its new line of Vert-Rider specialty boards without cannibalizing sales of the established product. This is the first ever line of skateboards designed with vertical riding in mind. As Sedona gears up for this campaign, the owner of Latter-Day Skates announces he really wants to build community awareness of what the company does, especially its charitable work. This new promotional task is being added after most of the budget has already been allocated. Sedona Advertising is searching for a way to meet the owner's goals within his current budget.

#### Question

- 1) What would be the most likely advertising objectives for the two products listed?
- 2) What is the most probable way for Sedona to help Latter-Day Skates get the word out about their charitable work and still stay within the budget?

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