

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER- III EXAMINATION – WINTER 2019

Subject Code: 2830102

Date:04-12-2019

Subject Name: Integrated Marketing Communication

Time: 10:30 AM TO 1.30 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)** Message Framework design AIDA stands for.... **6**
1. A. Action, intention, design and attention
B. Action, intention, desire and attention
C. Agency, intention, desire and attention
D. Attention, minterest, desire and action
- Is the oral communication with the potential buyers of a product with the intention of making a sale.
2. A. Publicity
B. Sales Promotion
C. Personal Selling
D. Direct Marketing
- In Communication process , decoding, encoding, feedback and response are together classified as
3. A. Communication Tools
B. Communication Channels
C. Communication Functions
D. Communication Parties
- Way of personal communication between friends, family, neighbors and target buyersabout particular market offering is called.....
4. A. Print and broadcast media
B. Word – of – mouth influence
C. Buzz marketing
D. Display and online media
- Which of the following promotional; forms is often described as being too impersonal and only a one way communication form
5. A. Advertising
B. Personal selling
C. Public relations
D. Sales promotion
- The reduction in the price of a product for a short span of time is known as.....
6. A. Rebate
B. Free Offer
C. Price off offer
D. Trade offer
- Q.1 (b)** 1. Comparative Advertising
2. Sleeper Effect
3. Primacy Vs Recency Effect
4. Needledrop **04**
- Q.1 (c)** What is meant by primary versus selective demand advertising? Provide examples of each. **04**
- Q.2 (a)** Explain the various methods of compensating ad agencies. **07**
- (b)** Define Integrated Marketing Communication and explain various tools of it with examples. **07**

- (b) Explain FCB Model with suitable examples **07**
- Q.3** (a) Explain with two suitable examples the role of celebrity on creating brand with its pros and cons. **07**
- (b) Cadbury's want to design the Print advertisement for the Diwali festival. Explain and design the creative tactics for the same. **07**
- OR**
- Q.3** (a) 1. Describe different positioning strategies. Give examples of products and/or brands that utilize each of these different strategies. **07**
- (b) Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. **07**
- Q.4** (a) Explain various kinds of advertising Broadcast media with its pros and cons. **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**
- OR**
- Q.4** (a) What are some of the organizational characteristics that influence the IMC-budgeting decision? Explain with suitable examples. **07**
- (b) What do you mean by advertising appeal? What are different types of appeals? Give suitable example of television commercial for each type of appeal **07**
- Q.5** George Hansen is General Manager for the Marigold Inn in Augusta, Georgia. Sharon Coombs is Restaurant and Food Services Manager for the Inn. She reports to George. Two years ago, Sharon noticed a decline in room service business, the highest margin portion of her operation. This decline coincided with an increase in the national sales of pizza delivery and carryout firms as well as an increase in the number of empty pizza boxes from these firms being left in guest rooms in the Inn. Her immediate response was to install a pizza oven in the kitchen and offer room service pizza to guests. The effort met with modest success, though it was well below her expectations. Questionnaires completed by departing guests revealed a problem of product quality.
- Focusing on this problem, Sharon improved the Inn's pizza until blind taste tests judged it at least equal in quality to the products of the two major pizza delivery competitors in Augusta. Sales did not improve, convincing Sharon that the problem was a perceived mismatch between the hotel's image and guests' expectations of pizza makers. Guests simply did not seem to believe that the traditional steak and seafood restaurant at the Inn could make a high-quality, authentic pizza. Based on this conclusion, Sharon presented the following proposal to George: "Sales of room service pizza are stagnant due to guests' misperception that our product is lower in quality than that of competitors. This misperception is based on the belief that until we disassociate our pizza from the Marigold Inn name. Therefore, to capture more room service pizza business, we should create a 'Napoli Pizza' image for our guest room delivery service by:
- Preparing 'Napoli Pizza' brochures for each guest room, complete with a phone number with a prefix different from that of Marigold Inn. The number will reach a special phone in room service, which will be answered, Napoli Pizza, authentic Italian pizza from old, family recipes.'
 - Using special 'Napoli Pizza' boxes for delivering room service pizza to

guests.

www.FirstRanker.com

www.FirstRanker.com

• Issuing 'Napoli Pizza' hats and jackets to room service personnel for use in pizza delivery. Room service waiters and waitresses will wear these garments to deliver pizza. They will change to their regular uniforms for other deliveries."

Q. 1. How should George respond to this proposal?

Q. 2. Suggest proper IMC tools to improve the sales of Inn.

OR

Q.5

Zara Advertising is developing a marketing campaign for Cosmic 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 Cosmic's share of voice is 8 percent and its share of market is 6.5 percent for its last ad campaign during which it spent \$45,000.

14

As part of this integrated marketing campaign, Zara is also designing sales promotion activities. Cosmic wants to link the sales of its best selling long boards to its new line of X-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 Zara gears up for this campaign, the owner of Cosmic 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. Zara Advertising is searching for a way to meet the owner's goals within his current budget.

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