

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER- III EXAMINATION – WINTER 2019****Subject Code: 3539212****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** Explain the following terms in brief:- **14**
- (a) Advertising
 - (b) Sleeper Effect
 - (c) Creative Boutique
 - (d) Clutter
 - (e) Zipping & Zapping
 - (f) Coverage
 - (g) Frequency
- Q.2** (a) Define Integrated Marketing Communication and explain various tools of it with suitable examples. **07**
- (b) Discuss the advantages and disadvantages of decentralized system used in any company of your choice for advertising and promotion? If you are hired as a product manager in the company, what role will you play in context of advertising and promotion? **07**
- OR**
- (b) Suppose you are the owner of an event management company. There is an upcoming rock music concert in the city which is being coordinated by your company. Design a detailed media plan for the same and discuss it in detail. **07**
- Q.3** (a) Explain the various methods of compensating ad agencies. **07**
- (b) Explain different top down budgeting methods. Also list down the factors influencing advertising budgets. **07**
- OR**
- Q.3** (a) Explain the FCB model. **07**
- (b) What do you mean by advertising appeal? What are different types of appeals? Give suitable example of television commercials for each type of appeal. **07**
- Q.4** (a) What is DAGMAR? Explain how marketers use DAGMAR in establishing their objectives. What are the issues associated with the use of DAGMAR? **07**

- (b) Which are the factors advertising manager should consider while choosing celebrity endorser? Also explain the pros and cons with practical examples of using celebrities in advertisements. 07

OR

- Q.4** (a) Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. 07
- (b) What is transformational advertising? As an ad maker, for which type/category of products will you use such ads and why? Discuss the same with examples of advertising coming on television. 07

Q.5

CASE STUDY:

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.
- 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."

- (a) How should George respond to this proposal? 07
- (b) Suggest proper IMC tools to improve the sales of Inn. 07

- Q.5** (a) Suggest an alternative advertising/ promotional tool that could be more effective compared to the one discussed in the case. **07**
- (b) Discuss the loopholes if any in the communication process and discuss how they can be rectified. **07**

www.FirstRanker.com