

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER- III EXAMINATION – WINTER 2019****Subject Code: 4539212****Date: 04-12-2019****Subject Name: Integrated Marketing Communications****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.

<b>Q. No.</b>		<b>Marks</b>
<b>Q.1</b>	(a) Explain AIDA model (b) Briefly explain any two types of ad execution techniques (c) Explain Reach and Frequency (d) Explain any two types of consumer-oriented sales promotion methods (e) Write a note on fear appeal (f) Write a note on telemarketing (g) List the privacy and security concerns of e-commerce	<b>14</b>
<b>Q.2</b>	(a) Briefly explain the tools of integrated marketing communications. (b) What are marcom objectives? Discuss the methods of budgeting for the promotional program.	<b>07</b> <b>07</b>
	<b>OR</b>	
	(b) Taking example of any brand of your choice, explain its direct marketing strategies.	<b>07</b>
<b>Q.3</b>	(a) Using consumer processing model, explain how a consumer might behave while buying a mobile phone. (b) What are the advantages and disadvantages of television and print media? Discuss in detail.	<b>07</b> <b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Discuss three types of message strategies which may be used while designing an advertisement by giving examples of brands of your choice. (b) Discuss the types of advertising agencies along with their methods of compensation.	<b>07</b> <b>07</b>
<b>Q.4</b>	(a) Is advertising on Facebook a good strategy for any company? Justify your answer keeping in mind the current scenario. (b) Write a note on the different types of online advertising.	<b>07</b> <b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Taking an advertisement of any brand of your choice, identify the source in the advertisement. Evaluate the source based on various source factors. (b) Discuss any four methods of measuring advertising effectiveness during the pre-testing phase.	<b>07</b> <b>07</b>

Q.5

A large FMCG giant wants to enter the beverage business by offering healthy cold-pressed juices. It has named its juices as 'FreshStart'.

**Philosophy behind FreshStart:** The company believes that blending or grinding juice creates heat and introduces oxygen into juice, denaturing fruits and vegetables. Therefore, they selected cold pressed as their healthier manufacturing practice. As they are committed to give the best to society, they avoid harmful practice which can be commercially beneficial but not at all healthy. Thus, they strictly follow this "NO" policy. Added Sugar, Preservative, Color and Flavor are not healthy options to add into food like juice. They also believe that pasteurization kills almost all naturally available nutrition.

**Why Cold-pressed juices:**

**Maximum nutrition:** Blending or grinding juice creates heat and introduces oxygen into juice, denaturing fruits and vegetables. A hydraulic press juicer extracts nectar directly from the pulp, allowing you to enjoy the most concentrated amount of vital nutrients and enzymes.

**Faster absorption:** The elimination of fibrous pulp reduces the body work to digest nutrients. These nutrients will then pass through the stomach into the digestive track where they are absorbed quickly.

**Super fresh:** True cold-pressed juice is never processed or pasteurized. The company produces every day, providing consumers the freshest juice possible. Their juice is best enjoyed within three days of pressing to ensure maximum nutrition

- (a) Identify the segment which can be targeted for FreshStart and justify your answer. **07**
- (b) Create a print advertisement for the segment which you have identified. **07**

**OR**

- Q.5**
- (a) If the company wants to launch the product only in metro cities, then which communication tools should be used and why? Justify your answer. **07**
  - (b) Frame sales promotion strategies for consumers as well as trade for the launch of FreshStart in all metro cities. **07**

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