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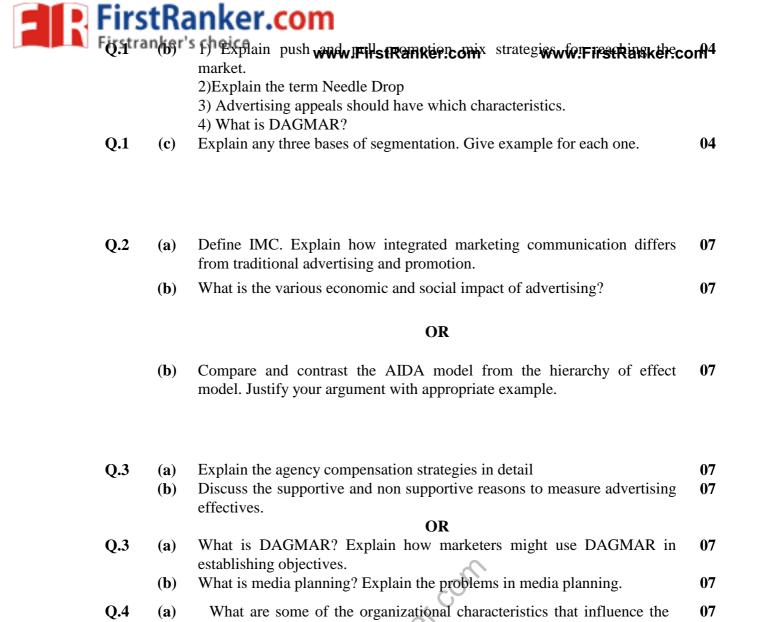
Seat No.: _____

Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER 3- • EXAMINATION - SUMMER 2016

Sub Tim	ject N ne:10.30 ructions: 1. A 2. N	0 AM TO 01.30 PM	s whe		
Q. No.				6	
Q.1	What is the main objective of informative advertising?				
(a)	A.	To stimulate primary demand	В.	To create selective demand	
1.	C.	To keep the brand in consumers' minds during the mature stage of the product life cycle	;	None of the above	
	Whic	Which of the following is not an element of communication?			
2.	A.	Sender	B.	Feedback	
	C.	Decoding	D	None of the above	
	Whic	Which type of advertising objective is the most important for mature products?			
	A.	Persuasive	В.	Informative advertising	
3.		advertising			
	C.	Reminder advertising	D.	Comparison advertising	
	Anot	Another name for an organization's marketing communications mix is:			
4.					
4.	A.	The sales force.	В.	The advertising program.	
	C.	The image mix.	D.	The promotion mix.	
	The f	first step in developing an	adve	ertising program should be to:	
5.	A.	Set the advertising budget.	B.	Develop advertising strategy.	
	C.	Set advertising objectives.	D.	Evaluate advertising campaigns.	
	The	marketing communication	ns m	ix consists of six major modes of communications.	
	Whic	ch of the following is NO	T one	of these modes?	
6.	A.	Personal selling	B.	Direct marketing	
	C.	Sales promotions	D.	Packaging	



IMC-budgeting decision? Explain with suitable examples.

appropriate example of each.

suitable example.

advertisements. Discuss with example

(b)

(a)

(b)

Q.4

Discuss the difference between pre-testing and post-testing. Give

ORDescribe how cultural differences might impact viewers' perceptions of

Explain various elements of communication process. How does a channel

factor influence the receiver of the message? Justify your answer with

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Figstranker's Applific is so potential the profession were serial by prescription. In 1897. 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.

Ouestion

- 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?



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Firstranker's Sedona Advertising with Prestrianker and Sedona Advertising with Prestrainker and Sedona 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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