Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (3) – EXAMINATION – WINTER-2018

Subject Code: 2830102   **Date: 10/12/2018**

Subject Name: Integrated Marketing Communication (IMC)

Time: 10:30 AM To 01:30   **Total Marks: 70**

Instructions:
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 MCQ   **6 marks**

1. Which of the following can be defined as the way by which organizations attempt to inform, convince and remind customers indirectly or directly about the brands and products they offer.

   A. Marketing communications   B.   Marketing plans

   C. Marketing strategies   D.   None of the above

2. Method of managing promotion budget by defining objectives, determining tasks to achieve objectives and estimating costs for activities is called :

   A. percentage of sales method   B.   Affordable method

   C. competitive parity method   D   Objective and task method

3.   Message framework design AIDA stands for

   A. Action, intention, design and attention   B. Action, interest, desire and attention

   C. Agency, intention, design and attention   D.   Attention, interest, desire and action

4. Company sponsored programs and activities planned to create special brand related interactions is:

   A. Sales promotion   B.   Direct marketing

   C. Events and experiences   D.   Advertising

5. People-to-people oral, electronic or written form of communications that associate with experiences or merits of buying or using services or products is

   A. Interactive marketing   B.   Direct marketing

   C. Personal selling   D.   Word-of-mouth marketing

6. The face-to-face interaction with prospective buyers for the objective of answering questions, procuring orders and making presentations is

   A. Interactive marketing   B.   Direct marketing

   C. Personal selling   D.   Word-of-mouth marketing

Q.1   (b) Explain the following: **04**

  a)   Brand Identity
  b)   Trade Shows and Exhibits
  c)   Point of Purchase
  d)   Public Relations

Q.1(c) What is segmentation and why is it a useful process? Can all markets be segmented   **04**

1

Q.2(a)   Differentiate between the Central and Peripheral routes to persuasion, and the situations under which a specific route would be chosen.   **07**

(b)   Imagine you wish to setup an advertising agency in your town. How would you go about doing it?   **07**

OR

(b)   Do you think it is necessary for advertisers of low involvement products to increase the involvement level of consumers? Discuss cases when such a stepping up exercise would help and cases when it would not?   **07**

Q.3 (a)   What is DAGMAR? How it is useful in establishing objectives?   **07**

(b)   Being an Advertising Manager of one of the Public Ltd Company, you will hire an outside Ad Agency rather than using of In-house Ad Agency, Why?   **07**

OR

Q.3 (a) What is the relevance of theoretical approaches such as marginal analysis and sales response models in budget setting? Do you see a practical application of these concepts in Industry.   **07**

(b)   Select a brand of your choice and spell out the elements of its marketing mix. Describe the features of the product, its packaging, services, various price points, channels of distribution. various promotional tools that it uses.   **07**

Q.4 (a)   What are the difficulties in measuring publicity and Public Relations? How their measurement is made possible and to what extent is it relevant?   **07**

(b) Consider the Soft Drinks and water markets and quote examples of drink producers and their prospective distributors' characteristics. What is the nature of their marketing communications and do you think it is likely to be effective?   **07**

OR

Q.4(a)   How can communication managers increase the effectiveness of various tests used in evaluative research?   **07**

(b)   Find out examples of campaigns that got failed because of lack of pre launch research. What went wrong in their cases? Do you think research could have avoided this situation.   **07**

Q.5   **Case Study**   **14**

GAP Slips Nicely into Social Media

In august 2009 gap announced that it was dropping TV ads and using a social media campaign to promote its reinvented in 1969 premium "Born to Fit" jeans range. Gap has used major celebrities during its TV work in the past but decided to make greater use of digital media to reach fashion leaders, customers and even skeptics to encourage conversations.

Part of the campaign includes a Facebook fan page, which had 552,290 fans (as on March 2010). This use an interactive gallery called Look book, and a virtual runway. From here there is a click through to the Full GAP website where there are videos and commentaries from Gap designers and Engineers.

In addition, the campaign includes a Stylemixer iphone application, which users can use to mix and match outfits. They can also get feedback from their facebook friends plus the iphone Style mixer community. In true mobile style, the application unlocks offers when a user is near a Gap store.

Gap believe that using social media, and networks in particular, in this way enables them to influence customer behavior so that they can get close to the audience in a way that TV and outdoor media do not allow. The " Born to fit" community enables feedback, a sharing of experiences, opinions and style tips, or even the opportunity to create their own " Born to" expression.

Question:

1. **Why should Brand want to be involved with social networking sites? What are the dangers of close involvement.**

2. **To what extent is Gap missing an opportunity to drive people to their website by just using a Facebook page?**

OR

Q.5   **Case Study**   **14**

Getting It All Together

Many agencies proclaim their ability to provide clients with services that deliver integrated marketing communications. However, some clients question whether agencies can plan campaigns in conjuction with sister agencies and avoid media channel bias.

In 2006, uniliver announced that it was to strengthen its in-house communication planning facilities. The aim was to control campaigns that include a variety of communication tools and media. One of the common reasons cited for this type of move is that clients perceive a gap between creative thinking and media management, often due to internal agency structural barriers. Getting group based agencies to work together can be difficult because they each have independent profit centres, and as a retail want to retain each client's work to reflect their own success.

Where integration can be seen to work is with in media selection, rather than an overall campaign. A campaign by British Airways designed to encourage customers to use its online check-in service was planned on the basis that digital was to be the key medium.

The campaign included television and press, used to drive visits to the BA website, plus ATMs, outdoor LCD transvision screens , digital escalator panels, and online advertising, each ad used the tagline 'Have you clicked yet? , designed to provide consistency. The campaign also tapped into specific lifestyle situations where the core message would resonate more strongly. For example the frustration experienced by people when queuing at railway stations was used to push the message that BS's online check-in service could cut out queuing. To do this transvision screens were used to allow people to download information to their mobiles via Bluetooth.

Question:
1. **What effects might Uniliver's decision to take planning in house have on its communication agencies?**
2. **To what extent BAs planning a central aspect of their campaign success?**