

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Summer Examination-2018

**Subject Name :** Integrated Marketing Communication

**Subject Code :** 5MS04IMC1

**Branch:** MBA

**Semester :** 4

**Date :** 05/05/2018

**Time :** 10:30 To 01:30

**Marks :** 70

### **Instructions:**

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
  - (2) Instructions written on main answer book are strictly to be obeyed.
  - (3) Draw neat diagrams and figures (if necessary) at right places.
  - (4) Assume suitable data if needed.
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### **SECTION – I**

- Q-1      Attempt the Following questions      (07)**
- a.** Write the full form of ELM      **01**
  - b.** Write the five level of Maslow’s Hierarchy Needs      **01**
  - c.** What do you mean by Promotion Pull Strategy?      **01**
  - d.** Write the full form of AIDA      **01**
  - e.** Define Perception      **01**
  - f.** What do you mean by Promotion Push Strategy?      **01**
  - g.** \_\_\_\_\_ are learned predispositions to respond to an object.      **01**
    - (a) Perceptions
    - (b) Attitudes
    - (c) Personalities
    - (d) None of the above
- Q-2      Attempt the following question      (14)**
- (a)** Discuss the elements of Promotional Mix      **07**
  - (b)** Explain the stages in the Consumer Decision-Making Process      **07**
- OR**
- Q-2      Attempt the following question      (14)**
- (a)** Discuss the types of Ad agencies      **07**
  - (b)** Draw the Model of Communication Process and explain the steps involved in communication process model      **07**
- Q-3**
- Explain the Bases for Market Segmentation      **14**
- OR**
- Q-3      Attempt the following question      (14)**
- (a)** Explain the following concepts with suitable examples of any three Television Advertisements      **07**



- (a) Fear Appeals
- (b) Humor Appeals
- (b) Discuss Target Marketing Process 07

**SECTION – II**

- Q-4 Attempt the Following questions (07)**
- a. Write full form of TRPs 01
  - b. What do you mean by BDI? 01
    - (a) Budget Determination Index
    - (b) Brand Determination Index
    - (c) Budget Decision Information
    - (d) Brand Decision Information
  - c. Find the correct one out of following 01
    - (a)  $GRP = Reach - Frequency$
    - (b)  $GRP = Reach \times Frequency$
    - (c)  $GRP = Reach + Frequency$
    - (d)  $GRP = Reach / Frequency$
  - d. Write full form of EDLP 01
  - e. Explain the concept of Media Vehicle 01
  - f. Write the 5Ms of Advertising 01
  - g. What do you mean by Celebrity Endorsement ? 01
- Q-5 Attempt the following question (14)**
- (a) Discuss the factors influencing sales 07
  - (b) Write a note on DAGMAR 07
- OR**
- Q-5 Attempt the following question (14)**
- (a) Explain the ways by which advertising message can be presented or executed 07
  - (b) Write a note on Problems in Media Planning 07
- Q-6 Attempt the following question (14)**
- (a) Discuss the Limitation of Television 07
  - (b) Write a note on Direct Marketing 07
- OR**
- Q-6 Attempt the following question (14)**
- (a) Discuss the types of Sales Promotion Activities 07
  - (b) Write and explain the advantages of Personal Selling 07

