

P P SAVANI UNIVERSITY

Third Semester of M.B.A. Examination

December 2022

SLMB8340 Integrated Marketing Communication

24.12.2022, Saturday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

SECTION - I

Q - 1	Answer the following: (Any Five)	[05]	CO	BTL
(i)	Define Integrated Marketing Communication		1	1
(ii)	State the primary role of Integrated Marketing Communication with respect to its objectives		2	1
(iii)	Define Advertising		1	2
(iv)	State the significance of elements of Promotion Mix in Industrial Products		2	1
(v)	What do you understand by Percentage of sales?		1	2
(vi)	State the full form: SMART		1	1
(vii)	Define Preference		1	1
Q - 2	"Because few, if any, products can satisfy the needs of all consumers, companies often develop different marketing strategies to satisfy different consumer needs. The process by which marketers do this is referred to as target marketing and involves four basic steps: identifying markets with unfulfilled needs, segmenting the market, targeting specific segments, and positioning one's product or service through marketing strategies"- How would you use these steps to analyse the Process of Target marketing?	[10]	2	3
OR				
Q - 2 (a)	What are the various features of Integrated marketing Communication? Explain them in detail	[05]	3	4
Q - 2 (b)	Explain in your own words SWOT Analysis	[05]	3	3
Q - 3	"Response Hierarchy Models provide clarity pertaining to the response that is elicited from a customer at different stages of his journey right from lack of awareness to purchasing the product"- how would you analyse the different models in detail?	[10]	3	4
OR				
Q - 3 (a)	"Advertising is one of the communication tools and to achieve the desired marketing objectives of sale or market share, all elements of the communication mix must be co-ordinated. Each element should have both, a short term and a long term goal"- Considering this statement examine in detail few objectives for advertising	[05]	4	4
Q - 3 (b)	Compare & Contrast between Personality Traits of Consumer with that of Self Concept	[05]	3	4
Q - 4	Short Notes on: (Anyone)	[05]		
(i)	What are the most important reasons for the growth of IMC in the market		3	5
(ii)	How would you design a Market Positioning strategy to place any product or service at a marketplace		3	6

SECTION - II

Q - 1	Answer the following: (Any Five)	[05]		
(i)	Define Sales Promotion		4	1
(ii)	Differentiate between publicity and public relations		4	4
(iii)	Sales promotion is for achieving short term goals. How?		4	2
(iv)	Define Personal selling.		4	1
(v)	Which IMC tool is most effective for achieving long term marketing objectives?		1	5
(vi)	Why are marketers decreasing the use of mass media advertising and increasing the use of integrated marketing communications?		1	4
(vii)	Define Passive Publicity		1	1
Q - 2(a)	What are the different the types of public relations? Explain in detail	[05]	4	4
Q - 2(b)	Explain in your own words the merits of publicity	[05]	4	3
OR				
Q - 2(a)	Explain few applications of sales promotion used by FMCG firms.	[05]	5	6
Q - 2(b)	What are the limitations of personal selling?	[05]	4	2
OR				
Q - 3(a)	How would you use Personal selling as an advantage to be selling concept?	[05]	4	3
Q - 3(b)	Explain the features of sales promotion	[05]	4	2
OR				
Q - 3(a)	Write a note on limitations of sales promotion tools.	[05]	4	2
Q - 3(b)	Examine the concept of New Trends in IMC	[05]	5	4
Q - 4	Short Note: (Anyone)	[05]		
(i)	What is the competing argument for the features of Personal selling?		4	4
(ii)	Explain how International Media is beneficial to IMC		5	4

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create