

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - SUMMER 2026

Subject Code: MB03092051

Date: 14-05-2026

Subject Name: Integrated Marketing Communication

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Explain Pestor Power	
(b) Explain Any Two Response Hierarchy Models	
(c) Explain Integrated Marketing Communication	
(d) Explain Broadcast Media	
(e) Discuss Brand Equity	
(f) State the Elements of Communication Process	
(g) Explain Direct Response Advertisement	
Q.2 (a) Explain the concept of Advertising Appeals? Analyze the different types and methods of advertising appeals with practical examples?	07
(b) Explain DAGMAR? Also Explain how marketers might use DAGMAR in establishing objectives. Elaborate on some of the problems associated with the use of DAGMAR?	07
OR	
(b) Explain “Unique Selling Proposition (USP)”? Also elaborate on the characteristics of USP’s and its importance in Advertising.	07
Q.3 (a) Explain the role of AI and Analytics in Integrated Marketing Communication	07
(b) "Direct marketing yields better results than marketing through conventional channels". Do you agree? Justify your answer	07
OR	
(a) Compare and Contrast consumer oriented and trade oriented sales promotion tools with examples.	07
(b) Analyze the challenges and opportunities of social media advertising in comparison to traditional advertising methods.	07

- Q.4 (a)** Explain the concept of scheduling in Integrated Marketing Communication **07**
- (b)** Discuss the role of media strategy in Integrated Marketing Communication? **07**
Elaborate with an example

OR

- (a)** Elaborate on the Legal and Ethical issues in Integrated Marketing Communication. **07**
Give examples
- (b)** Suppose you are part of the marketing team at Coca-Cola planning a Diwali campaign. Discuss the different Budgeting approaches that the marketing team should consider. Elaborate on each. **07**

Q.5 Case Study: “PureTea” : The Herbal Tea Revolution

A reputed 100 year old FMCG company known for its products plans to diversify into the herbal beverage segment. With rising awareness about health, stress management, and immunity, the company sees an opportunity to introduce a premium line of herbal teas under the brand name “Pure Tea”. The company believes that nature offers the best cure for modern lifestyle ailments. Hence, every blend of “Pure Tea” is crafted using 100% natural herbs, flowers, and spices sourced from organic farms in India.

They strictly follow a NO policy:

- No Artificial Flavors or Colors
- No Added Sugar
- No Preservatives
- No Plastic Packaging

The teas are packed in eco-friendly biodegradable sachets and recyclable tins, reflecting the brand’s commitment to sustainability and wellness.

Why Herbal Tea?

1. Growing Health Consciousness: With increased stress, sleep issues, and digestive problems, consumers are shifting from caffeinated drinks to healthier alternatives.
2. Immunity and Wellness Trend: Post-pandemic, consumers are actively seeking natural remedies that strengthen immunity.
3. Cultural Relevance: India has a long tradition of Ayurvedic herbs like tulsi, ashwagandha, and turmeric — “Pure Tea” blends these ancient ingredients with modern flavors.

Product Range:

- CalmTea – Chamomile & Lavender tea for stress relief
- ImmunityTea – Tulsi, Turmeric & Ginger blend
- Slim&FitTea – Green tea with Garcinia and Lemon
- Glow&BerryTea – Hibiscus, Rose & Berry infusion

Each variant is available in tea bags and loose-leaf formats.

The company plans to launch “Pure Tea” across the state of Gujarat in its first phase. The beverage market is already competitive, with brands like Tetley, Typhoo, Organic India, and Twinings holding strong positions. The company must design an effective Integrated Marketing Communication (IMC) plan to differentiate its brand and build awareness.

- (a)** Identify the most suitable target segment for “Pure Tea”. Justify your answer with reference to demographics, psychographics, and behavioral aspects **07**

- (b)** “Pure Tea” plans to use a celebrity to promote its herbal tea range in Gujarat. As the marketing manager, suggest an appropriate celebrity endorsement strategy **07**

OR

- (a)** If “Pure Tea” wants to launch only in Gujarat, suggest the most effective communication tools (both online and offline) and justify your selection. **07**
- (b)** Elaborate on the sales promotion strategies for (i) consumers and (ii) trade partners to support the launch. **07**

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092051

Date: 18-12-2025

Subject Name: Integrated Marketing Communication

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Marcom	
(b) Recency & Primacy Effect	
(c) Public Relation	
(d) USP	
(e) Pester Power	
(f) Humor Appeal	
(g) Push & Pull Strategy	
Q.2 (a) Explain the elements of the IMC communication process and justify how these components support message clarity in IMC campaigns.	07
(b) Analyse any two response hierarchy model to design a communication flow for promoting a new FMCG product of your choice.	07
OR	
(b) Analyse the DAGMAR approach to set IMC objectives for a new brand campaign and evaluate the criticisms that may affect the practical implementation of DAGMAR.	07
Q.3 (a) Evaluate the role of Public Relations and Publicity in IMC and analyse how crisis communication helps maintain brand trust during negative publicity with relevant example/s.	07
(b) Explain different categories of sales promotion tools and analyse a short-term sales promotion plan for a newly launched FMCG product by selecting appropriate tools from each category with justification.	07
OR	
(a) Examine how AI tools and analytics are transforming IMC planning, content optimization, and campaign performance tracking in digital marketing.	07
(b) Analyse an IMC execution plan integrating POEM framework for a D2C fashion brand. Specify which tools (Traditional & Digital) you will use and justify the mix.	07

- Q.4 (a)** Compare offline and online media channel selection criteria used in IMC media planning and evaluate how channel choice influences campaign effectiveness. **07**
- (b)** Develop a media scheduling plan for a seasonal consumer brand and justify which pattern you would recommend for maximizing reach with controlled budget. **07**

OR

- (a)** Examine different IMC budgeting approaches and assess how each approach affects resource allocation. **07**
- (b)** Recommend suitable digital measurement metrics/ key performance indicators for evaluating a integrated Traditional & Digital IMC campaign and justify your metric selection. **07**

Q.5 XYZ Naturals, a newly launched premium skincare brand, has partnered with a well known OTT platform & Instagram actress (/influencer) to endorse its herbal based “Clear Radiance” face care range. The brand wants to rapidly build trust, create aspirational associations, and drive quick trials among young urban female consumers.

To support the launch, XYZ Naturals used a mix of digital platforms along with traditional media mix. Short term sales promotions such as bundle packs and limited period coupon codes were also introduced. The brand received high visibility in the first 6 weeks, but the IMC team now wants to refine communication clarity, improve message recall, and improve conversion.

Management wants to ensure the celebrity brings long term brand credibility and not only short term attention.

- (a)** Examine the key Source factors and justify how these factors influence brand credibility in XYZ Naturals’ celebrity endorsement campaign. **07**
- (b)** Recommend suitable IMC tools that XYZ Naturals should use to strengthen message clarity and recall. Justify the mix. **07**

OR

- (a)** Apply the Consumer Decision-Making Process to explain how consumers will decide at each stage for XYZ Naturals. **07**
- (b)** Evaluate which message appeal XYZ Naturals should adopt for its next IMC campaign and justify how this appeal can strengthen persuasion and brand recall. **07**
