

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BVOC- SEMESTER– IV EXAMINATION – SUMMER 2023

Subject Code:1142201

Date:22-06-2023

Subject Name: Integrated Marketing Communication

Time:10:30 AM TO 12:30 PM

Total Marks:50

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.**
5. **English version is authentic.**

		Marks
Q.1	(a) Define terms 1, Print Media 2. Pop-ups 3. Email Advertising 4. Publicity 5. Promotional tools	05
	(b) Define IMC. Discuss the planning process of integrated marketing communications in detail.	05
Q.2	(a) What is sales promotion? Enlist & Explain different sales promotion techniques used by tours & travel companies to promote their domestic & international tours.	05
	(b) What are major advantages and disadvantages of television advertising?	05
	OR	
	(b) What is the primary advantage of personal selling?	05
Q.3	(a) Explain the role played by 'Direct Marketing' with its advantages and disadvantages	05
	(b) Explain the role played by Public Relations (PR) along with types of PR	05
	OR	
Q.3	(a) What are the elements of Promotion mix ?	05
	(b) Marketing communication is very important for marketers. What is role of IMC in marketing communication?	05
Q.4	(a) Develop a detailed 'Advertising Plan' for a company who wish to launch a new range of biscuits in their existing brand. (make necessary assumptions).	05
	(b) "Advertising adds to the cost of the product, which means an additional burden on the customer". Critically comment on the statement.	05
	OR	
Q.4	(a) IPL Cricket championship 2023 provided big opportunities to various companies for promoting their brands. Enlist various sponsors of this event and elaborate different promotional techniques used by them during the event.	05
	(b) Highlight the importance of PR activities in developing an effective IMC Plan. Support your answer with relevant examples.	05

- Q.5** (a) Social media marketing is curse or boon for marketers. Discuss. **05**
(b) Discuss various ways of online advertising. **05**

OR

- Q.5** (a) Write a brief note on blogs and podcasts with suitable example. **05**
(b) What do you mean by Mobile Marketing? Explain types of mobile marketing. **05**
