

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC - SEMESTER- IV EXAMINATION – SUMMER 2024****Subject Code: 1142201****Date:15-05-2024****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. Simple and non-programmable scientific calculators are allowed.

- Q.1 (a)** Define the term 'Integrated Marketing Communication'. What are the key features of IMC? **05**
- Q.1 (b)** Discuss the various promotional tools for IMC. **05**
- Q.2 (a)** Describe the Role of IMC in marketing communication. **05**
- Q.2 (b)** What are the steps involved in the planning process of Integrated Marketing Communications (IMC)? Explain. **05**
- OR**
- Q.2 (b)** What is sales promotion? Explain the different types of sales promotion tools. **05**
- Q.3 (a)** What are the distinct advantages and disadvantages of public relations? **05**
- Q.3 (b)** What are the key features of personal selling as a marketing strategy? **05**
- OR**
- Q.3 (a)** Discuss the advantages and disadvantages of an advertising as a marketing communication tool. **05**
- Q.3 (b)** Discuss the concept of sponsorships in marketing and explain how they are utilized as part of promotional strategies? **05**
- Q.4 (a)** What are the different types of mobile marketing strategies, and how do businesses effectively utilize mobile platforms to engage with their target audience and drive conversions? **05**
- Q.4 (b)** Elaborate the following terms: **05**
- a. Online advertising
 - b. Blogs and Podcasts
- OR**
- Q.4 (a)** Discuss the various ways of online advertising. **05**
- Q.4 (b)** Briefly discuss the advantages and disadvantages of social media advertising. **05**
- Q.5 (a)** What strategies can be employed to create effective video ads that capture audience attention and drive engagement? **05**
- Q.5 (b)** What challenges do businesses commonly face when running social media advertising campaigns? **05**
- OR**
- Q.5 (a)** What are the various types of publicity? Explain. **05**
- Q.5 (b)** Explain the role of personal selling in promotion mix and IMC. **05**
