

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-IV EXAMINATION – SUMMER 2025

Subject Code:1142201

Date:09-05-2025

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) Discuss The Meaning & Evolution Of IMC. **05**
(b) Discuss The Role Of IMC In Marketing Communication. **05**
- Q.2** (a) Explain The IMC Planning Process. **05**
(b) What Do You Mean By IMC? Discuss Its Main Elements. **05**
- OR**
- (b) Why There Is Need Of IMC? **05**
- Q.3** (a) What Is Sales Promotion? Explain Trade Oriented Sales Promotion. **05**
(b) What Is Publicity? Explain Advantages Of It **05**
- OR**
- Q.3** (a) Write A Short Note On Consumer Oriented Sales Promotion. **05**
(b) What Is Direct Marketing? Explain The Tools Of Direct Marketing. **05**
- Q.4** (a) What Is Personal Selling? Explain Personal Selling's Role In Promotion Mix And IMC. **05**
(b) Explain The Process Of Personal Selling. **05**
- OR**
- Q.4** (a) What Is Advertising? Explain The Types Of Advertising. **05**
(b) Write A Short Note On Sponsorship. **05**
- Q.5** (a) What Is Mobile Marketing? Explain The Types Of Mobile Marketing. **05**
(b) What Is Social Media Advertising? Explain Advantages And Disadvantages Of It. **05**
- OR**
- Q.5** (a) Discuss In Short – Video Ads, Blogs & Podcasts. **05**
(b) Write A Short Note On Telemarketing In Detail. **05**
