

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: DECEMBER - 2025**  
**FIFTH SEMESTER**

**Sub: Integrated Marketing Communication (BAJMC- 23-505)**

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**Date: 24/12/2025**

**Total Marks : 20**

**Time: 10.00 am to 11.00 am**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the Following: (Any One) (10)**

- 1) Define Integrated Marketing Communication (IMC)
- 2) Compare advertising, publicity, and public relations as IMC tools.
- 3) Describe the Elaboration Likelihood Model (ELM).

**Q. 2. Write short notes. (Any Two) (10)**

- 1) Pester Power
  - 2) Media Convergence
  - 3) E-PR
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