

JBQ-014-0032007

Seat No. _____

M. P. M. (Sem. XI) (CBCS)

(W.E.F. 2014-15 & 2015-16) Examination

January - 2020

Advertising in Pharmaceutical Sector

Faculty Code: 014 Subject Code: 0032007

Time: 3 Hours] [Total Marks: 80

Instructions: (1) Attempt three questions from each section.

(2) Questions 1 and 5 are compulsory.

(3) Figure to the right indicates full marks for the respective question.

(4) Draw neat and clean diagram when required.

SECTION - I

 What is advertising? How would you define advertising budgeting? Explain sales Promotion. Discuss various names of advertisement media. What do you mean by Public relations? Explain direct marketing. Discuss advertisement copy. Write the meaning of promotion mix. Explain ad agency. Discuss network marketing. 2 Answer the following questions: Explain Advertising. What are the benefits of it in pharmaceutical industry? Write a detail note on Types of Ad copy. 3 Answer the following questions: Describe the DAGMAR model in detail. Explain Sponsorship marketing with advantages and disadvantages. 4 Answer the following questions: Explain the various functions of advertisement agence Discuss factors affecting sales promotion. 	1	Ansv	wer the following questions: (any seven)	14		
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SECTION - II

5	Ans	swer the following questions: (any two)	14	
	(1)	Write a note on: Economic and Social effects of advertising.		
	(2)	Discuss Tele-marketing with suitable example.		
	(3)	Explain Public relation. Also discuss methods and tools of in Public relation.		
6	Answer the following questions:			
	(1)	Discuss any 4 types of advertising with suitable example.	7	
	(2)	Explain objectives of DAGMAR approach.	6	
7	Answer the following questions:			
	(1)	Explain methods of Sales promotion in brief.	7	
	(2)	Discuss the process of making an advertising campaign.	6	
8	Answer the following questions:			
	(1)	Explain Pre-test measurement method of measuring advertising effectiveness.	7	
	(2)	Discuss in detail: objectives of advertising.	6	