



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

- 1 Answer the following questions : (any seven) 14
 - (1) What is advertising ?
 - (2) How would you define advertising budgeting ?
 - (3) Explain sales Promotion.
 - (4) Discuss various names of advertisement media.
 - (5) What do you mean by Public relations ?
 - (6) Explain direct marketing.
 - (7) Discuss advertisement copy.
 - (8) Write the meaning of promotion mix.
 - (9) Explain ad agency.
 - (10) Discuss network marketing.

- 2 Answer the following questions :
 - (1) Explain Advertising. What are the benefits of it in pharmaceutical industry ? 7
 - (2) Write a detail note on Types of Ad copy. 6

- 3 Answer the following questions :
 - (1) Describe the DAGMAR model in detail. 7
 - (2) Explain Sponsorship marketing with advantages and disadvantages. 6

- 4 Answer the following questions :
 - (1) Explain the various functions of advertisement agency. 7
 - (2) Discuss factors affecting sales promotion. 6

SECTION - II

- 5** Answer 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**
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