

Roll No

MPY-PCM(C)
M.Pharmacy III Semester Examination, June 2020
Advertising and Brand Management
(Elective)
Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.
ii) All questions carry equal marks.

1. Explain the process of communication. What are the various challenges to effective communication?
2. Discuss about the various factors on the basis of which market segmentation is done. What is motivation analysis? How is it done?
3. Explain about the DAGMAR approach in advertising designing. Discuss about the advertising art work in detail.
4. Discuss the importance of market research in advertising effectiveness.
5. Explain the process of budgeting in designing and developing proper media strategy for an advertising campaign.
6. Explain :
 - a) Brand vision
 - b) Brand appraisal
7. Explain in detail about:
 - a) Brand positioning and repositioning
 - b) Personal selling process
8. What is Sales forecasting? Discuss the various techniques for sales forecasting. Also explain sales budgeting.
