

Total No. of Questions : 8]

[Total No. of Printed Pages : 1

Roll No

MPY-PMRA(C)
M.Pharmacy III Semester Examination, June 2020
Integrated Marketing Communication
(Elective)
Time : Three Hours

Maximum Marks : 70

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

1. Illustrate the main key features that support the philosophy and practice of integrated marketing communications. 14
2. What is advertising? How it is differ from publicity? Discuss various types of advertising agencies with suitable examples. 14
3. Explain the various elements of the communications process. Find an example of an advertising campaign being used by a company and analyze this campaign in term of these elements of the communications process. 14
4. a) What is media planning? Discuss various strategies of media planning. 7
b) Discuss the role of promotional mix elements in international marketing media planning. 7
5. Give an example of how companies might use direct marketing as a part of an IMC program? Provide examples of both consumer and business marketers. 14
6. Imagine about a service agency that retains you as a loyal customer. Why are you loyal to this provider? What are the benefits for you to stay loyal and not switching to another service provider? What would it take for you to switch? 14
7. Discuss the benefits of brand equity from the firm's perspective. 14
8. Write short notes on (any three) 14
 - a) AIDA model
 - b) Customer Retention
 - c) Trade promotion strategies
 - d) Method of getting creative ideas
 - e) Brand likeability
