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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2010**(PHARMACEUTICAL MANAGEMENT)****(SECOND YEAR)****(PAPER-XII)****240- ADVERTISING AND BRAND MANAGEMENT**

Dec)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A**(5×3=15)**

*Answer any FIVE questions
All questions carry equal marks*

1. What are the functions of Advertising?
2. Define non-commercial advertising.
3. What are the characteristics of a good advertising copy?
4. What are different types of advertising media?
5. What role does an agency play in advertising?
6. Trace the evolution of Branding
7. Briefly explain the concept of Brand equity
8. How does a brand get reinforced?

SECTION-B**(3×10=30)**

*Answer any THREE Questions
All questions carry equal marks*

9. What the importance of Advertising in Modern Marketing?
10. How effective it would be to advertise in Internet?
11. What are the techniques available for testing advertising effectiveness?

12. Define Brand extension. What are the criteria available for extension?
13. What are successful and unsuccessful extensions?

SECTION-C **(3×10=30)**
Answer only THREE questions

14. What are the differences between Advertising and Salesmanship?
15. Print media and Non-print media -which is more attractive and effective in the Advertisement process.
16. How do you measure the effectiveness of advertising?
17. Define Brand portfolio. What strategy does a MNC adopt for branding their products.

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