

Savitribai Phule Pune University
Department of Management Sciences
MBA-BT Semester II
Backlog Semester End Exams April 2015
306- Marketing Specialization II

Maximum marks: 50

Time: 3Hrs

Answer any five questions. All carry 10 marks.

- I. What is sales promotion? Enlist & Explain different sales promotion techniques used by pharmaceutical companies to promote their domestic & international business.
- II. Develop a detailed 'Advertising Plan' for a company who wish to launch new range of insulin in their existing brand. (Make necessary assumptions).
- III. What is IMC? Explain in detail the tools used under IMC.
- IV. What do you mean by Brand Image and Brand Identity? Explain by giving Examples.
- V. Select the product/service of your own choice (real or virtual) and assign brand name, punch line, logo/image/trademark with justification with reference to the different stages of product life cycle.
- VI. Write short notes on any two of the following
 - a. Brand Valuation
 - b. Brand Equity
 - c. Individual and Family branding
 - d. To be or not to be Brand: Branding Decisions