

E 6260



Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024

Sixth Semester

Choice Based Core Course—ADVERTISING AND SALESMANSHIP

(Prior to 2013 Admissions)

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

*A bunch of **four** questions carries weight of 1.*

- I. 1 The Indian beverage brand Thums Up, featuring prominently in many Bollywood films is an example of _____.
- 2 Advertisements without design elements sold by the word or line is _____ ads.
- 3 _____ goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand.
- 4 _____ creates the ads, plans how, when and where it should be delivered and hands it over to the client.
- II. 5 _____ are the moral principles that govern how a business communicates with members of its target audience.
- 6 A financial plan that outlines the amount of money a company is willing to spend on advertising for a specific period is called _____.
- 7 Companies with larger market shares can spend _____ on their promotional activities.
- 8 A _____ in an ad copy tries to attract the attention of the readers and create curiosity so the audience or reader sees further
- III. 9 A _____ is a short and catchy phrase that gets the attention of the audience, is easy to remember and comes off the tongue easily.
- 10 The purpose of copywriting is _____.
- 11 Layout is the logical arrangement of _____ of an advertisement in the copy.
- 12 The choice of font styles, families, shapes, sizes, colours to highlight the message is the essence of _____.





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- IV. 13 The _____ process is the interaction between a salesperson and their potential buyer.
- 14 The type of salesman primarily concerned with the sale of the new product is _____.
- 15 _____ help in increasing the goodwill of the company and educate customers about the product
- 16 Sales _____ are incentives or bonuses given to sales people to motivate them to meet or exceed their sales targets.

(4 × 1 = 4)

Part B

*Answer any **five** questions.
Each question carries 1 weight.*

- 17 What are high-value sales incentives ?
- 18 What is active listening in salesmanship ?
- 19 Why is it important to negotiate sales ?
- 20 How advertising helps in customer retention ?
- 21 What are targeted social ads ?
- 22 What is pay-per-click advertising ?
- 23 How the use of symbols in advertisements help the business ?
- 24 What are the recent trends in outdoor advertising ?

(5 × 1 = 5)

Part C

*Answer any **four** questions.
Each question carries 2 weight.*

- 25 Discuss the benefits of proof reading in advertising.
- 26 Explain the types of ad agencies.
- 27 Explain the methods of training salesmen.
- 28 Describe the functions of advertisement layout.
- 29 Explain the importance of salesman in a business.
- 30 Explain the skills and qualities required for a salesman.

(4 × 2 = 8)





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Part D

*Answer any **two** questions.
Each question carries 4 weight.*

- 31 Explain the types of advertising in current business scenario.
- 32 Discuss the importance of direct marketing.
- 33 Explain the strategies of product placement.

(2 × 4 = 8)

