

E 2951

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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022

Fifth Semester

ADVERTISING AND SALES PROMOTION

(Common for Model I and Model II B.Com. Optional Stream—Marketing)

(2013 – 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Answers may be written either in English or in Malayalam.

Part A

Answer all questions.

Each question carries 1 mark.

1. Define sales promotion.
2. What is consumer advertising?
3. What do you mean by captions?
4. What is copy testing?
5. Write a brief note on transit advertising.
6. Explain the significance of situational interview.
7. What is meant by cross promotion?
8. Write a note on blogs.
9. Who is a manufacturer's salesman?
10. Explain the meaning of direct mail advertising.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. List down the social evils of Advertising.
12. What are the advantages of Window Display?
13. Mention any four qualities of Salesman.
14. Distinguish between Advertising and Advertisement.
15. Distinguish between Advertising and Salesmanship.

Turn over

16. Mention any four benefits of advertising to consumers.
17. Explain the merits and demerits of Film Advertising.
18. Bring out the benefits of sales promotion to manufacturers.
19. Define personal selling.
20. What is mean by brand equity?
21. What are the code of ethics in advertising?
22. Write a note on 'Full-service agency'.

(8 × 2 = 16)

Part C

Answer any six questions.

Each question carries 4 marks.

23. Describe the new trends in Advertising.
24. Define marketing research and explain its commercial importance.
25. Explain the importance of display in retailing.
26. Define Publicity. Explain its merits and demerits.
27. Explain the economic impact of Advertising.
28. List out the factors influencing the advertisement budget allocation.
29. What are the advantages of advertising on television?
30. Give a short explanation on methods of recruitment and training of sales representatives in an organisation.
31. Give descriptions of different kinds of Salesman.

(6 × 4 = 24)

Part D

Answer any two questions.

Each question carries 15 marks.

32. What is an advertisement agency? What are its functions?
33. Discuss the various sales promotion tools for promoting sales at various levels.
34. Distinguish between Advertising and Public Relations.
35. Write a detailed note on the main elements of building the advertisement.

(2 × 15 = 30)