

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016**Fifth Semester****ADVERTISING AND SALES PROMOTION**

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

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

*Answers may be written either in English or in Malayalam.***Part A***Answer all questions.**Each question carries 1 mark.*

1. What is meant by Social Advertising ?
2. Define Advertisement appeal.
3. Explain Yellow Page Advertising.
4. What do you mean by Media Planning ?
5. Define Advertising Agency.
6. Explain Advertising Research.
7. What is Galvanometer ?
8. What do you mean by ASCI ?
9. Define Sales promotion.
10. What is meant by Personal selling ?

(10 × 1 = 10)

Part B*Answer any eight questions.**Each question carries 2 marks.*

11. Explain Relationship marketing.
12. What is meant by Surrogate advertising ?

Turn over

13. Write a short note on Advertisement Copy.
14. What is Internet advertising ?
15. What do you mean by Media scheduling ?
16. Enlist the functions of an Advertising Agency.
17. What is Concurrent testing ?
18. Explain deception in advertising.
19. Explain Direct Marketing.
20. What do you mean by Sales promotion budget ?
21. What is Salesmanship ?
22. What do you mean by Brand Equity ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the role advertising in marketing mix.
24. Who is a copy writer ? What are the qualities of a good copy writer ?
25. What are the main factors to be kept in mind in selecting an advertisement media ?
26. Explain the need and importance of advertising agency.
27. Write a note on the economic impact of advertising.
28. Distinguish between advertising and sales promotion.
29. What are the major principles of personal selling ?
30. Explain the AIDA model of advertising.
31. Discuss the effects of sales promotion on brand equity.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain in detail the social, economic and legal aspects of advertisement.
33. Define advertising. Discuss its objectives and point out the problems of advertising in India.
34. Discuss the advantages and disadvantages of various major Media of advertisement.
35. What do you mean by Sales Force Management ? Explain important steps of designing and managing the sales force.

(2 × 15 = 30)