

TB145270A

Reg. No.....

Name.....

B. COM. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016
SEMESTER V - COMMERCE
COM5ASP - ADVERTISING AND SALES PROMOTION

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all question. Each question carries 1 mark.

1. Define Advertisin.
2. What do you mean by covert advertising?
3. What is descriptive copy?
4. What do you mean by media planning?
5. What is deception?
6. List any two functions of advertising in a free economy.
7. Define Sales Promotion.
8. What do you mean by promotion mix?
9. Define personal selling.
10. What is demonstration ?

(10x1=10)

PART B

II. Answer any eight questions. Each question carries 2 marks.

11. What is local advertising?
12. State the 5 M's in advertising.
13. What is a reminder ad?
14. What is comparative advertising?
15. State the advantages of outdoor advertising.
16. What do you mean by advertising research?
17. What effect does advertising has on consumer choice?
18. What do you mean by Subliminal advertisement?
19. What is Buy-back Allowance?
20. What do you mean by brand equity?
21. Distinguish between Team Selling and System Selling.
22. Define sales quaota.

(8x2=16)

PART-C

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

23. Explain the advertising process.
24. Describe the merits of advertising.
25. Explain the qualities of a copy writer.

26. Briefly explain the importance of advertising research.
27. What are the functions of advertising in a free economy?
28. Briefly explain the economic aspects of advertising.
29. Explain the objectives of sales promotion.
30. Briefly explain the features of sales promotion.
31. State the advantages of personal selling. (6x4=24)

PART-D

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

32. What is advertising? Explain the different types of advertising.
33. What is meant by Ad copy? Explain the different types of ad copies.
34. Discuss the social impact of advertising.
35. Explain the major steps involved in the development of a successful advertising campaign.

(2x15=30)