

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 questions .Each question carries 1 mark.

1. What do you mean by surrogate advertising?
2. What is AIDA?
3. Explain briefly on Expository copy.
4. What do you mean by Point of purchase Ads?
5. What is subliminal advertising?
6. What is meant by advertising clutter?
7. What is meant by couponing?
8. What is brand equity?
9. What is performance evaluation in advertising?
10. Define Sales Quota.

(10 x 1=10)

PART- B

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

11. What is global advertising?
12. What do you mean by local advertising?
13. What do you mean by trade advertising?
14. What is media planning and strategy?
15. What is Recall test?
16. What do you mean by tracking studies?
17. Explain self regulation in advertising.
18. What effect does advertising has on national income?
19. What are the components of promotion mix?
20. What is a sales budget?
21. Who is a staple salesman?
22. What is sales force management?

(8 x 2=16)

PART-C

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

23. State the difference between advertising and marketing.
24. Explain AIDA model of advertising.
25. Explain the process of copy writing
26. Explain the advantages of measuring advertisement effectiveness.
27. What positive impact does advertisement has on society?

28. Briefly explain the economic aspects of advertising.
29. Explain the importance of sales promotion.
30. Explain briefly the sales promotion strategies.
31. Briefly explain the elements of personal selling.

(6 x 4=24)

PART-D

IV . Answer two out of 4 questions .Each question carries 15 marks each.

32. Explain the merits and demerits of advertising.
33. Explain the methods of measuring the effectiveness of advertising.
34. What do you mean by the legal framework in advertising? What are the important legislations made regarding the content and disseminations of advertising messages in India.
35. What is meant by sales promotion? Discuss the various techniques of sales promotion.

(2 x 15=30)