

TB206240W

Reg. No :

Name :

B. Com. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023
(2020 Admission Regular, 2019, 2018 Admissions Supplementary)
SEMESTER VI - CORE COURSE (COMMERCE)
(B. Com (Finance & Taxation and Capital Market)
CO6B21B18 - ADVERTISING AND SALES PROMOTION

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Discuss about the steps in advertising planning.
2. Identify any 4 functions of Advertising.
3. Discuss about Subliminal Advertising.
4. What is meant by PoP ad?
5. Show the meaning of the term tracking studies.
6. What do you mean by media buying?
7. Expand PACT.
8. Explain post-testing of ads.
9. Explain merchandise allowances.
10. Explain direct marketing.
11. Write briefly on consumer oriented promotion.
12. What is AIDAS approach?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Briefly explain the process of advertising campaign management.
14. Highlight the main objectives of Advertising Standards Council of India.
15. Discuss about the qualities of a good copy writer.
16. What are the objectives of post testing?
17. What are the limitations in measuring ad effectiveness?
18. Differentiate between advertising and sales promotion.
19. What is the scope of sales promotion?
20. Differentiate personal selling and salesmanship.
21. Explain the nature of personal selling.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Describe the merits and demerits of advertising.
23. Explain advertising research? What are the objectives, importance, advantages and limitations of measuring advertising effectiveness.

24. Explain the need, importance and features of advertising research.
25. Explain the major functions of sales force management.