

TB246484T

Reg. No : .....

Name : .....

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024

2021 ADMISSIONS REGULAR

SEMESTER VI - CORE COURSE (COMMERCE; OPTIONAL: FINANCE AND TAXATION )

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. Define the term Advertising.
3. Identify any 4 functions of Advertising.
4. Write any 4 features of Permission Marketing.
5. What do you mean by media buying?
6. Explain briefly about Topical copy.
7. What is recall test?
8. Give two objectives of advertising research.
9. Make a short note on public relations.
10. What is rebate?
11. Explain direct marketing.
12. What is salesmanship?

**Part B**

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

**(6x5=30)**

13. Elaborate with suitable examples with regard to stereotyping in advertising.
14. Highlight the main objectives of Advertising Standards Council of India.
15. What is the importance of media planning?
16. Explain about the Principles of Design and Layout of Advertisement.
17. List the objectives of advertising research.
18. Explain the importance of sales promotion.
19. What are the different sales promotion strategies?
20. List the advantages of personal selling.
21. What are the objectives of evaluating the sales force?



**Part C**

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

**(2x15=30)**

22. State the objectives of advertising and describe the various types of advertising .
23. What is post testing of Ads? Explain its objectives and advantages. Also explain the differences between pre-testing and post testing .
24. Explain the methods for measuring the effectiveness of advertising.
25. Explain the types and process of personal selling.