

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2018, 2019, 2020, 2021 ADMISSIONS SUPPLEMENTARY
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. What is Surrogate Advertising?
2. Explain the major benefits of advertising to consumers.
3. Discuss about Subliminal Advertising.
4. Discuss the advantages of pre testing or copy testing.
5. Show the meaning of the term tracking studies.
6. Discuss about Big-Wig copywriting.
7. Give two objectives of advertising research.
8. What is one-to-one interview?
9. Write briefly on consumer oriented promotion.
10. Explain couponing.
11. Explain Sampling in sales promotion.
12. Write a note on negotiation.

Part B

II. Answer any Six questions. Each question carries 5 marks**(6x5=30)**

13. Social criticism against advertising. Explain.
14. Show the differences between advertising and marketing.
15. What are the important factors that influence the selection of an advertising agency?
16. Describe in detail about the problems in media planning.
17. Differentiate between pre-testing and post-testing.
18. What is the scope of sales promotion?
19. List and elaborate on the salesforce promotion techniques.
20. What are the objectives of evaluating the sales force?
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. Describe different types of Ad copies.
24. Explain the methods of concurrent testing.
25. What are the qualities of sales force?