

Name.....Reg.No.....

B.COM. DEGREE END SEMESTER EXAMINATION OCTOBER 2016
SEMESTER - 5: COMMERCE

COURSE: U5PCOM1 - ADVERTISING AND SALES PROMOTION

Time: Three Hours

Max. Marks: 75

PART - A

*Answer **all** questions. Each question carries **one mark**.*

1. What is the concept of PoP Ads.
2. What do you mean by speciality media?
3. What is publicity?
4. What do you mean by circular?
5. Explain advertisement copy?
6. What is the concept of brand equity?
7. What is PACT?
8. What do you mean by media scheduling?
9. Explain merchandise allowance?
10. Explain USP? (1 x 10 = 10)

PART - B

*Answer **any eight** questions. Each question carries **two marks**.*

11. Define advertising?
12. What do you mean by mural advertising?
13. What is In-house agency?
14. What is advertising appeals?
15. What do you mean by sales promotion?
16. Explain promotion mix?
17. What is DAGMAR?
18. Explain advertising campaign?
19. List the objectives of advertising.
20. What is brainstorming method? (2 x 8 = 16)

PART- C

*Answer **any five** questions. Each question carries **five marks**.*

21. Explain the factors to be kept in mind while selecting advertising media?
22. State and explain the main components of an advertising copy?
23. Enumerate the factors to be considered while selecting an advertising agency?

24. What are the different training methods of sales force?
25. Explain the functions of personal selling?
26. Explain the steps involved in media planning?.
27. Advertising is both an art and science. Explain?

(5 x 5 = 25)

PART - D

Answer **any two** questions. Each question carries **twelve marks**.

28. Discuss the utility of advertising in the business field?
29. Enumerate the various types of media.
30. Explain fully key factors influencing media planning?
31. Elucidate the social, economical and legal aspects of advertisement.

(12 x 2 = 24)
