

Reg. No.....

Name.....

**B. COM. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019****SEMESTER – 5: COMMERCE (COMPLEMENTARY COURSE)****COURSE: U5PCOM1, ADVERTISING AND SALES PROMOTION***(For Supplementary 2014 Admissions)*

Time: Three Hours

Max. Marks: 75

**PART A***Answer **all** questions. Each question carries **1 mark**.*

1. List out examples of PoP Ads.
2. What do you mean by personal selling?
3. What do you mean by media scheduling?
4. What is publicity?
5. Explain window display.
6. Expand DAGMAR.
7. What is PACT?
8. What do you mean by Internship Training?
9. Explain merchandise allowance?
10. What is Recruitment?

(1 x 10 = 10)

**PART B***Answer **any eight** questions. Each question carries **2 marks**.*

11. Define advertising?
12. What is In-house agency?
13. What is scientific advertising?
14. What is tele marketing?
15. Explain advertising media.
16. Explain USP?
17. Explain advertising campaign?
18. Explain copy testing?
19. List the four types of sales force persons.
20. What is brand equity?

(2 x 8 = 16)

**PART C***Answer **any five** questions. Each question carries **5 marks**.*

21. Explain the factors to be kept in mind while selecting advertising media?
22. Explain the objectives of advertising?
23. What are the different training methods of sales force?
24. What are the objectives of advertising appeal?

- 25. Explain the steps involved in media planning?
- 26. Explain the factors that influence promotion mix?
- 27. What are the qualities of a good copy writer? (5 x 5 = 25)

**PART D**

*Answer **any two** questions. Each question carries **12 marks**.*

- 28. "Ultimately the burden of advertising falls on the ultimate consumers." Comment?
- 29. Enumerate the various types of media.
- 30. Elucidate the social, economical and legal aspects of advertisement.
- 31. What are the qualities of sales force? (12 x 2 = 24)

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