



Reg. No. : .....

Name : .....

**Sixth Semester B.Com. Degree Examination, April 2018**

**First Degree Programme Under CBCSS**

**Open Course – II : CO 1661.8/CX 1661.8/CC 1661.8**

**ADVERTISING AND SALES PROMOTION**

**(2014 Adm. Onwards)**

**(Common for Commerce/Commerce and Tax Procedure and Practice/  
Commerce with Computer Applications)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. What is surrogate advertising ?
2. Define advertising media.
3. Expand ASCI.
4. What do you understand by DAGMAR ?
5. What are the purposes of sales promotion ?
6. What do you mean by a sample ?
7. What is brand equity ?
8. What is publicity ?
9. What is PoP Display ?
10. What is push promotional strategy ?

**(10×1=10 Marks)**



## SECTION - B

Answer **any eight** questions in **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. What do you mean by advertising campaign ?
12. Explain the functions of advertising.
13. Write a note on public service advertising.
14. Distinguish between advertising and sales promotion.
15. Explain non-commercial advertising.
16. List out the benefits of outdoor advertising.
17. What are the objectives of sales promotion ?
18. Explain the different types of advertising agencies.
19. What are the limitations of sales promotion ?
20. Discuss the issues to be considered by the marketer while creating an advertising message.
21. Write a note on copy testing.
22. What are the different types of media outlets ? **(8×2=16 Marks)**

## SECTION - C

Answer **any six** questions in **not** exceeding **120** words **each**. **Each** question carries **4** marks.

23. Explain the essentials of a good ad. copy.
24. Discuss the various factors to be considered for the selection of a suitable media.
25. Briefly examine the factors influencing sales promotion growth.



26. List out the various objections against advertising.
27. Discuss the components of creativity in advertising.
28. Explain the different forms of promotion.
29. Explain the three approaches to scheduling of advertisement in media.
30. Explain in detail the stages involved in implementing a sales promotion strategy.
31. Write a note on advertising and publicity. **(6×4=24 Marks)**

**SECTION - D**

Answer **any two** questions in **not exceeding four pages each**. Each question carries **15** marks.

32. Discuss the different kinds of advertising with examples.
  33. Explain in briefly the various techniques used in sales promotion.
  34. Explain in detail the major advertising strategies.
  35. What do you mean by advertising ? Explain the various objectives and importance of advertising. **(2×15=30 Marks)**
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(Pages : 3)

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**Open Course – II : CO 1661.8/CX 1661.8/CC 1661.8 : ADVERTISING AND**  
**SALES PROMOTION**  
**(2014 Adm. Onwards)**  
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**Commerce with Computer Applications)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. What is advertising ?
2. What is out-door advertising ?
3. What do you mean by advertising media ?
4. What is mural advertising ?
5. What is primary advertising ?
6. What is sales promotion ?
7. What do you mean by sweepstakes ?
8. What is push money ?
9. What is keying the advertisement ?
10. What do you mean by sky writing ?

(10×1=10 Marks)

## SECTION – B

Answer **any eight** questions in **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. What is the role of advertising as far as society is concerned ?
12. Distinguish between advertising and sales promotion.
13. What is comparative advertising ?
14. "Money spent on advertisement is wasteful". Do you agree ? Give reasons.
15. What is promotion mix ?
16. Distinguish between coupon and sampling.
17. Explain dealer sales promotion.
18. Explain sales promotion planning guidelines.
19. What do you mean by institutional advertising ?
20. What do you mean by product oriented appeal ?
21. What is scientific advertising ?
22. What is advertising budget ?

(8×2=16 Marks)

## SECTION – C

Answer **any six** questions in **not** exceeding **120** words **each**. **Each** question carries **4** marks.

23. "Advertising sell products". Do you agree with this statement ? Give reasons for your answer and explain the functions performed by advertising.
24. What are the factors which influence sales promotion growth ?
25. State and explain the different objectives of advertising.
26. Discuss the advantages and disadvantages of print advertising.
27. Discuss the various measures that can be adopted to improve ethical conduct in advertising.



28. How is advertisement effectiveness tested ?
29. Explain the objectives of personal selling.
30. Discuss the essential features of a sound advertising policy.
31. Explain the values of good advertisement copy.

**(6×4=24 Marks)**

#### SECTION - D

Answer **any two** questions in **not exceeding four pages each**. Each question carries **15** marks.

32. Briefly explain various types of advertising.
33. Explain the tools and techniques used in sales promotion.
34. The success of the advertisement campaign depends on proper selection of the media. Discuss.
35. Discuss the importance and purpose of advertising.

**(2×15=30 Marks)**

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**Sixth Semester B.Com. Degree Examination, March 2020**

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**Open Course II : CO 1661.8/CX 1661.8/CC 1661.8**

**ADVERTISING AND SALES PROMOTION**

**(2014 Admn Onwards)**

**(Common for Commerce/Commerce and Tax Procedure and  
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Time : 3 Hours

Max. Marks : 80

**SECTION – A**

**Answer all questions in one or two sentences each. Each question carries 1 mark.**

1. What is sales promotion?
2. What do you mean by advertising strategies?
3. Define Advertisement.
4. Explain Unfair Advertising.
5. What is advertising copy?
6. Define brand image.
7. What is AIDA formula?

8. What do you mean by Rebates of duty?
9. What is direct action advertising?
10. What is advertising ethics?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions in not exceeding one paragraph each. **Each** question carries **2** marks.

11. What is USP?
12. What are advertising appeals?
13. What is pioneer advertising?
14. What is Blog marketing?
15. What is shortage advertising?
16. Define co-operative advertising.
17. Define the design issues related to sales promotion.
18. What is “included in Advertising”?
19. Why is advertising required for sales promotion?
20. What is direct action advertising?
21. What are the common sales promotion strategies and tactics?
22. What are the objectives of advertising?

(8 × 2 = 16 Marks)



## SECTION – C

Answer any **six** questions in not exceeding **120** words each. **Each** question carries **4** marks.

23. What are the main objectives of advertising strategies?
24. Differentiate between advertising and sales promotion.
25. Discuss the social aspects of advertising. Give examples.
26. What are the objectives of sales promotion?
27. What are the qualities of advertisement copy?
28. Write a note on different types of media available to advertisers.
29. What are the various forms of online advertising?
30. What are the factors which influence sales promotion growth?
31. What are the tests used for advertisements?

**(6 × 4 = 24 Marks)**

## SECTION – D

Answer any **two** questions in not exceeding **four** pages each. **Each** question carries **15** marks.

32. What are the different technique used for sales promotion?
33. Describe the major kinds of advertisement strategies.
34. Discuss the various basis of classification of advertising. Give examples.
35. 'Sales promotion involves several risks'. Discuss.

**(2 × 15 = 30 Marks)**