E 4414 (Pages : 3) Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012

Fifth Semester

ADVERTISING AND SALES PROMOTION

(Common for Model I, B.Com. and Model II B.Com. Optional Stream Marketing)

Time : Three Hours Maximum Weight : 25

Answers may be written **either** *in English* **or** *in Malayalam.*

Section A

Answer **all** *questions.*
Each bunch of **four** *questions carries weight of* 1.

I. Choose the correct answer from the choices given below :

1 The ———— function of marketing makes the products available in different geographic regions.

(a) Production. (b) Selling.

(c) Distribution. (d) Promotion.

2 ———— is a very popular and effective media of advertisement.

(a) The news paper. (b) Direct mail.

(c) Posters. (d) Films.

3 Inside sales is also known is :

(a) Direct marketing. (b) Tele marketing.

(c) Social marketing. (d) Viral marketing.

4 The object of salesmanship is to increase ————.

(a) Production. (b) Profit.

(c) Sales. (d) Consumption.

II. Fill in the blanks :

5 Salesmanship is complementary to ————.

6 The chief object of advertising is ————.

7 An advertisement copy is delivered at home through ———— methods.

8 Tele marketing is a part of ————.

III. State whether the following statements are True *or* False :

9 Packing is a tool of promotion.

10 Testing before launching a product is known as market test.

11 Promotion acts as a communication link between sellers and buyers.

12 Publicity is a non paid form of promotion.

IV. Match the following A with B

	A		B
13	Brand	(a)	Barcode.
14	Label	(b)	First training.
15	Posters	(c)	Job evaluation.
16	Induction	(d)	Test marketing
		(e)	Advertisement.
		(f)	Identification.

(4 × 1 = 4)

Section B

Answer any **five** *questions.*
Each question carries a weight of 1.

17 What is brand equity ?

18 What is sales promotion mix ?

19 Define Advertisement.

20 Define Salesmanship.

21 Who is a "manufacturer's" Salesman ?

22 Define Trade mark.

23 What is meant by publicity stunts ?

24 Expand DAGMAR.

(5 × 1 = 5)

Section C

Answer any **four** *questions.*
Each question carries a weight of 2.

25 What is advertising research ?

26 Mention the qualities of a good salesman.

27 What are the advantages of sales promotion ?

28 What do you mean by advertising media ?

29 State the disadvantages of press advertisement.

30 What do you mean by sales forecasting ? Discuss its objects and importance.

(4 × 2 = 8)

Section D

Answer any **two** *questions.*
Each question carries a weight of 4.

31 Explain the role played by salesman in the marketing of the goods.

32 "Money spent on advertising is wasteful". Do you agree ? Give reasons.

33 Describe some of the current advertising media and examine their respective merits and demerits.

(2 × 4 = 8)