E 6296 (Pages : 3) Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013

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

This section consists of **four** *bunches of four questions each.*
Each bunch carries a weight of 1.
Answer **all** *questions.*

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

1 One of the P's of the marketing mix is :

(a) Promotion. (b) Advertisement.

(c) Public. (d) Process.

2 Outdoor advertising is called :

(a) Mural. (b) Press.

(c) Film advertising. (d) All of these.

3 Expert forecasts without disclosure of majority opinion is :

(a) Delphi. (b) Survey.

(c) Judgement. (d) All of these.

4 Identification of marketing problems and finding solutions is :

(a) Marketing research. (b) Business research.

(c) Research. (d) None of these.

II. Fill in the blanks :

5 ——— is an organised series of advertising messages over a particular period of time.

6 ——— is the source of new recruits suggested by the existing team of sales representatives.

7 ——— is the process of giving knowledge about the assigned tasks, duties and work.

8 ——— is the five step process in sales training programmes.

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

9 Sampling in marketing is based on the law of statistical regularity.

10 Positioning is an attempt to create and maintain product image among target audience.

11 AIDA formula is used for presentation and Demonstration of products.

12 Personal selling is a component of the promotional mix.

IV. Match the following A with B :

A	B
13 Promotion	(a) Advertising Agency.
14 Specialists in Advertising	(b) Communicating.
15 AIDA.	(c) Measuring Advertising Results.
16 DAGMAR	(d) Stages of communication.
	(e) Price.
	(f) Product.

(4 × 1 = 4)

Section B

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

17 Define advertising appeal.

18 What are the objectives of underwriting ?

19 Define Advertisement copy.

20 State the legal aspects of advertising.

21 What is sales promotion budget ?

22 Define brand equity.

23 How are advertising agencies selected ?

24 State briefly the effects of sales promotion on brand equity.

(5 × 1 = 5)

Section C

Answer any **four** *questions.*
Each question carries 2 *weights.*

25 State the importance of advertising.

26 State the role of advertising agencies in advertisement.

27 Explain the media of advertising.

28 Explain the social aspects of advertising.

29 Explain the steps involved in evaluating the sales force.

30 What is advertising research ?

(4 × 2 = 8)

Section D

Answer any **two** *questions.*
Each question carries 4 *weights.*

31 What is sale promotion ? State the different methods.

32 Explain the socio, economic and legal aspects of advertisement.

33 Define personal selling—Explain its nature and importance.

(2 × 4 = 8)