E 8571 (Pages : 3) Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2014

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 a weight of 1.

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

1. The source of new recruits suggested by the existing team of sales representatives :
   (a) Scouting. (b) Word of mouth.
   (c) Gate. (d) None of these.
2. Inside sales is also known as :
   (a) Direct marketing. (b) Tele marketing.
   (c) Social marketing. (d) Viral marketing.
3. The marketing outcomes of a product is known as :
   (a) Profit. (b) Brand loyalty.
   (c) Branding. (d) Brand equity.
4. The legalised version of a brand is known as :
   (a) Brand loyalty. (b) Trademark.
   (c) Packing. (d) Barcode.

II. Fill in the blanks :

5. A travelling salesman is also called a _____ salesman.
6. Salesmanship is complementary to _____.
7. The chief object of advertising is _____.
8. Advertisement encourages people to _____ goods.

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

9. Registration of trademark is compulsory.
10. Sales promotion does not include personal selling.
11. Publicity is a paid form of promotion.
12. Under personal selling customers get more personal attention.

IV. Match the following A with B :

A	B
13. Label	(a) Creation of demand for new products.
14. Window display	(b) Identification.
15. Promotional salesmen	(c) Test marketing.
16. Trade mark	(d) Sales promotion.
	(e) Advertising.
	(f) Barcode.

(4 × 1 = 4)

Section B

Answer any **five** *questions.*

Each question carries a weight of 1.

17. What is advertising media?
18. Write a short note on Telemarketing.
19. What is brand equity?
20. Define Trade mark.
21. Distinguish between Publicity and Propaganda.
22. Mention any *two* duties of Salesman.
23. Expand ACMEE.
24. Define Product mix.

(5 × 1 = 5)

Section C

Answer any **four** *questions.*

Each question carries a weight of 2.

25. Explain the socio-economic aspects of advertisements.
26. What is advertising research?

27. Write a note on Press advertisement.

28. Define Sales promotion. What are its objectives?

29. Discuss in detail any *two* techniques of Sales promotion.

30. Write a note on Salesmanship.

$(4 \times 2 = 8)$

Section D

Answer any **two** *questions.*

Each question carries a weight of **4.**

31. What do you understand by advertising strategy? How is it determined?

32. Explain the important qualities of a good salesman.

33. Indicate the functions and importance of Advertising.

$(2 \times 4 = 8)$