QP CODE: 26023037

26023037

Reg No : .....

Name : .....

B.COM DEGREE (CBCS)SPECIAL RE APPEARANCE EXAMINATIONS, MAY 2026 (EXCLUSIVELY FOR THE FAILED CANDIDATES OF 2023 ADMISSION)

Sixth Semester

CORE - CO6CRT18 - ADVERTISEMENT AND SALES MANAGEMENT

(Common to all B.Com Degree Programmes)

2023 Admission Only

50BFF200

Time: 3 Hours

Max. Marks : 80

Instructions to Private candidates only: This question paper contains two sections. Answer SECTION I questions in the answer-book provided. SECTION II, Internal Examination questions must be answered in the question paper itself. Follow the detailed instructions given under SECTION II

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by Brand Switch?
2. What is Trade Advertising?
3. What is meant by questioning copy?
4. What is meant by big-Wig Copy writing?
5. What do you understand by Techistoscope?
6. Explain DAGMAR model of advertising.
7. State any four features of Sales Promotion.
8. What is meant by buy-back allowance?
9. Distinguish between pull strategy and push strategy.
10. 'Personal Selling intends to build long-term relation with customers'- Explain.
11. Who are Closers?

12. Is it important to have an social approach while making sales?

(10×2=20)

Part B

*Answer any **six** questions.*
*Each question carries **5** marks.*

13. Explain briefly the negative impacts of Advertising on children.
14. Explain the functions of Consumer Complaints Council under ASCI.
15. State the importance of media planning.
16. Explain the process of permission marketing.
17. What are the need and importance of measuring the effectiveness of advertising?
18. What are the limitations of measuring the effectiveness of advertising?
19. Explain Promotion Mix.
20. Explain the positive and negative effects of Brand Equity.
21. Which step of the process of personal selling is the most relevant for a business firm?

(6×5=30)

Part C

*Answer any **two** questions.*
*Each question carries **15** marks.*

22. Explain the economic effects of advertising and explain the functions of advertising in a free economy.
23. Describe the important types of advertisement appeal.
24. What is meant by advertising research?What are it's features and objectives?
25. What is the relevance of Sales Force Management for a business Firm?

(2×15=30)