



23105327

QP CODE: 23105327

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2023**

Sixth Semester

CORE - CO6CRT18 - ADVERTISEMENT AND SALES MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

9DF7A5A7

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**

SECTION I

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Distinguish between Advertising and Advertisement.
2. Explain Stereotyping.
3. What is meant by humour appeal?
4. What is meant by YP ad?
5. What is advertising research?
6. What is meant by focus group sessions?
7. What is Direct Marking?
8. What is meant by couponing?
9. Distinguish between pull strategy and push strategy.
10. 'Personal Selling intends to build long-term relation with customers' - Explain.
11. Explain prospecting the prospective buyers?





12. Briefly state the Stimulus-Response model.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the positive impacts of Advertising on the society.

14. Explain the objectives of Advertising Standards Council of India.

15. Explain the essentials of ad copy?

16. State the objectives of Pre-Testing.

17. What are the limitations of measuring the effectiveness of advertising?

18. What is DAGMAR model of advertising? What are the steps in purchase according to this model?

19. What are the advantages of Sales Promotion?

20. Explain the techniques of Sales Promotion Budget.

21. What is relevance of supervision in sales force management?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain advertisement planning. Describe the process of advertising planning.

23. Explain the major steps in the process of permission marketing.

24. Discuss the various methods of measuring the effectiveness of advertising.

25. Explain the process of evaluating Sales Force.

(2×15=30)

