



QP CODE: 21101151



21101151

Reg No : .....

Name : .....

**B.COM DEGREE (CBCS) EXAMINATION, APRIL 2021**

**Sixth Semester**

**CORE - C06CRT18 - ADVERTISEMENT AND SALES MANAGEMENT**

Common for B.Com Model I Finance & Taxation, B.Com Model I Co-operation, B.Com Model I Computer Applications, B.Com Model I Marketing, B.Com Model I Travel & Tourism, B.Com Model III Computer Applications, B.Com Model III Office Management & Secretarial Practice, B.Com Model III Taxation, B.Com Model III Travel & Tourism, B.Com Model II Computer Applications, B.Com Model II Finance & Taxation, B.Com Model II Logistics Management, B.Com Model II Marketing & B.Com Model II Travel & Tourism

2017 Admission Onwards

8B36DB86

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. What do you mean by Brand Switch?
2. Explain the following terms: a. Local Advertising b. Trade Advertising
3. What is meant by humour appeal?
4. What is meant by expository copy?
5. State 2 objectives of advertising research.
6. What is concurrent testing?
7. What is meant by sales promotion? Give any two advantages of sales promotion.
8. What is meant by quantity-of-offer?
9. What do you understand by brand equity?
10. Define Personal Selling.
11. What is the role of Professionalism in personal selling?



12. What are the qualitative sales objectives?

(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 key principles and standards of self-regulation in advertising set by the ASCI.
15. Explain the factors considered in the selection of media.
16. Explain the objects of internet advertisement.
17. What are the need and importance of measuring the effectiveness of advertising?
18. What is DAGMAR model of advertising? What are the steps in purchase according to this model?
19. Explain Promotion Mix.
20. Explain the drawbacks of Sales Promotion.
21. What are the most relevant qualities needed by a sales man in personal selling?

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Explain the various types of ethical violations in advertisement.
23. Explain advertisement layout. Describe the important elements of advertisement layout.
24. Explain the advantages and limitations of measuring the effectiveness of advertising research.
25. Depending upon the nature, skill and personality some salesman are more successful than others do you agree? Explain.

(2×15=30)