

**E 7135**

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Reg. No.....

Name.....

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017**

**Fifth Semester**

**ADVERTISING AND SALES PROMOTION**

(Common for Model I and Model II B.Com. Optional Stream Marketing)

[2013 Admission onwards]

**Time : Three Hours**

**Maximum Marks : 80**

*Answers may be written either in English or in Malayalam.*

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. One to one interview.
2. Product advertising.
3. Positioning.
4. Desire.
5. Brand loyalty.
6. Advertising agency.
7. Brand switch.
8. PoP ads.
9. Appeals.
10. Tracking studies.

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is pre-testing ?
12. What is buying motive ?
13. What is media selection ?
14. What is the importance of advertising research ?
15. What are subliminal advertisements ?
16. What is couponing ?
17. What is AIDA ?
18. State the advantages of outdoor media.
19. What are the features of sales promotion ?
20. What is sales force size ?
21. Briefly explain the functions of advertisement in free economy.
22. What is copywriting ?

(8 × 2 = 16)

**Turn over**

**Part C**

*Answer any six questions.  
Each question carries 4 marks.*

23. Briefly explain the process of personal selling.
24. Explain the post-test technique of measuring the effectiveness of advertisements ?
25. What are the steps in planning advertising campaign ?
26. What is advertising media ? State its advantages.
27. Explain five M's in advertisements.
28. Differentiate pre-test and post test.
29. Explain consumer promotion technique.
30. What are the advantages of measuring Advertising Effectiveness ?

(6 × 4 = 24)

**Part D**

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

31. Explain the economic effect of advertisement.
32. Elucidate the Sales Force Management.
33. Explain different type of advertisements.
34. What is meant by Sales Promotion ? Discuss various techniques of Sales Promotion.

(2 × 15 = 30)