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(Pages : 2)

Name.....

Reg. No.....

NAL YEAR B.Com. DEGREE EXAMINATION, SEPTEMBER/OCTOBER 2005

Part III—Commerce—Model II-B-II—Marketing

Paper XIII—PROMOTION MANAGEMENT

(New Scheme)

Maximum : 80 Marks

Time : Three Hours

### Section A

Answer any ten questions.

Each question carries 1 mark.

Each answer not to exceed 2 or 3 lines.

1. What are Non-Commercial Advertising ?
2. What is Market segmentation ?
3. What is Push strategy in promotion ?
4. What is a Slogan ?
5. What is Business Ethics ?
6. What is Planning in Management ?
7. What is Social Advertising ?
8. What is Concentrated Marketing ?
9. What are Consumer goods ?
10. Name the Marketing Mix.
11. What is a Label ?
12. What is a product ?

(10 × 1 = 10 marks)

### Section B

Answer any ten questions.

Each question carries 4 marks.

Each answer not to exceed one page.

3. What are the features of a product ?
4. What are the objectives of Sales Promotion ?
5. What do you mean by Promotional Mix ? Explain the main types of Promotional Mix.
6. What is Direct Advertising ? Give four examples of materials used in direct advertising.
7. State the features of advertising.
8. State four objections against advertising.
9. What are the factors affecting the selection of an advertising media ?

21. Explain Maslow's classification of human needs.
22. What is Consumer Guidance Society of India? State its important functions.
23. What are the merits of fixed remuneration form of compensation to salesmen?
24. Explain the different forms of assistance provided by a salesman to the consumers.

(10 × 4 = 40 m)

### Section C

*Answer any two questions.  
Each question carries 15 marks.  
Each answer not to exceed three pages.*

25. Explain the benefits of advertising to :

- (a) Manufactures.
- (b) Traders.
- (c) Consumers.

26. What do you mean by Sales promotion at different levels? Explain the various tools of promotion used in :

- (a) Consumer level.
- (b) Dealer level.

27. What is an advertisement copy? Explain its objectives. What are the elements of an advertisement copy?

(2 × 15 = 30 m)

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