



QP CODE: 20100481

Reg No :

Name :

BCOM DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Core course - CO6CRT18 - ADVERTISEMENT AND SALES MANAGEMENT

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, 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 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

2017 Admission Onwards

254A9DCA

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

Time: 3 Hours

Maximum Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is meant by Mass Communication?
2. Expand AIDA.
3. What is meant by ad copy?
4. Define media planning.
5. What is PACT?
6. Mention some of the objectives of DAGMAR approach.
7. What is meant by promotion mix?
8. What is meant by sales forecasting?



9. What is meant by combination strategy?
10. How can personal selling help in selling of products?
11. How does a sale come to an end?
12. What is the role of Sales Force in management?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain briefly the positive impacts of Advertising on children
14. Explain the functions of Consumer Complaints Council under ASCI.
15. Explain the essentials of an advertisement appeal.
16. Explain the functions of advertisement layout.
17. What are the objectives of advertising research?
18. What are the advantages of measuring the effectiveness of advertising?
19. Briefly explain the features of Sales Promotion.
20. Explain the techniques of Sales Promotion Budget.
21. What is the importance of evaluating the sales force?

(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. Explain the major steps in the process of permission marketing?
24. Explain the advantages and limitations of measuring the effectiveness of advertising research.
25. What are the different types of personal selling techniques used by sales force?

(2×15=30)

