



24000793

QP CODE: 24000793

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH
2024**

Sixth Semester

CORE - CO6CRT18 - ADVERTISEMENT AND SALES MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

37DB06FB

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***

Part A

*Answer any **ten** questions.*

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

1. What is Global Advertising?
2. What is Advertisement Clutter?
3. What is meant by advertisement appeal?
4. What is meant by outdoor media?
5. Define advertising research
6. What is meant by consumer jury method?
7. Explain the importance of Sale Promotion towards Consumers.
8. What is meant by couponing?
9. What do you mean by Promotion Campaign?
10. How can personal selling help in selling of products?
11. How does a sale come to an end?
12. How does professionalism help in improving sales?

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the negative effects of Advertisement on the society.
14. Explain the key Principles and Standards of Self-regulation in Advertising set by the ASCI.
15. Explain the essentials of ad copy?
16. What are the features and tools of Permission marketing?
17. What are the advantages of measuring the effectiveness of advertising?
18. What is DAGMAR model of advertising? What are the steps in purchase according to this model?
19. Differentiate Advertising and Sales Promotion.
20. Explain the different ways of evaluating the Sales Promotion Strategies.
21. Distinguish between different types of Sales Personnel.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Summarize the objectives of advertising and describe the various functions of advertising.
23. Describe the important types of advertisement copywriting.
24. Explain the advantages and limitations of measuring the effectiveness of advertising research.
25. What is the relevance of Sales Force Management for a business Firm?

(2×15=30)

