

G 3500



Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, JUNE 2026

Fifth Semester

Commerce

Complementary Course—ADVERTISING AND SALES PROMOTION

(Common for Co-operation, Finance and Taxation and Travel and Tourism)

{2014—2016 Admissions—Mercy Chance}

[For Private Registration Candidates]

Time : Three Hours

Maximum Weight : 25

Instructions : *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 all questions.

*Each bunch of **four** questions carries a weight of 1.*

1. Choose the correct answer from the choices given :

1 Which among the following is an example of trade promotion.

- | | |
|----------------|-------------------|
| a) Coupons. | b) Samples. |
| c) Push money. | d) None of these. |

2 ————— is popularly known as free form of promotion.

- | | |
|-------------------|----------------------|
| a) Advertisement. | b) Personal selling. |
| c) Publicity. | d) Marketing. |

3 The process of purchasing space in a media is known as —————.

- | | |
|----------------------|-------------------|
| a) Media purchasing. | b) Media spacing. |
| c) Media booking. | d) Media buying. |

Turn over





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4 The basic objective of push strategy is to encourage the _____.

- a) Consumers.
- b) Producers.
- c) Middlemen.
- d) Public.

II. Fill in the blanks :

5 Advertisement aims at _____.

6 AIDA stands for attention, _____ desire and action.

7 On-pack coupons are the example of _____.

8 The strategy that encourages the dealers and distributors to sell a product is known as _____.

III. State whether the following statements are True or False :

9 The reduction in the price of a product for a short period of time is known as Price-Off-Offer

10 Creating image of a product in the minds of a target group is called branding.

11 Couponing is an example of dealer promotion technique.

12 The content and context of a message contained in an advertisement is called script.

IV. Match the following :

- | | |
|---------------------|--------------------------|
| 13 Consumer contest | a) Point of purchase. |
| 14 Advertisement | b) Pre-testing. |
| 15 POP. | c) Copy editing. |
| 16 Copy testing. | d) Sales promotion. |
| | e) Priority of purchase. |
| | f) Communication. |

(4 × 1 = 4)

PART B

*Answer any **five** questions.*

Each question carries a weight of 1.

17 Define marketing communication.

18 What is advertising appeal ?





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- 19 List any *four* advantages of print media advertising.
- 20 Write a short note on advertising planning.
- 21 What is meant by advertising research ?
- 22 What is sales promotion mix ?
- 23 Define personal selling.
- 24 Write a note on sales force recruitment.

(5 × 1 = 5)

PART C

*Answer any **four** questions.
Each question carries a weight of 2.*

- 25 What is advertising copy ? What are the steps involved in copy writing ?
- 26 List the merits and demerits of On-line advertising.
- 27 Define the term creativity. State it's importance in advertising.
- 28 Enumerate the functions of advertising agencies.
- 29 How does sales promotion affects sales ? Explain.
- 30 Discuss the problems or risk involved in sales promotion ?

(4 × 2 = 8)

PART D

*Answer any **two** questions.
Each question carries a weight of 4.*

- 31 Discuss in detail the social and economic impacts of advertisement.
- 32 What are the various media vehicles used under advertisement ? Explain.
- 33 List the steps of evaluating sales promotion and describe the different techniques of evaluating sales promotion.

(2 × 4 = 8)

