





16. What do you mean by historical sales method of measuring advertising effectiveness ?
17. What is attitude change in advertising effectiveness ?
18. What is house advertising agency ?
19. What is consumer oriented sales promotion ?
20. What is creativity ?
21. What is advertising agency ?
22. What is client-agency relationship ?

**(8x2=16 Marks)**

### SECTION – C

Answer any **six** questions in **not exceeding one page each**. Each question carries **4** marks.

23. Explain the process of marketing communication in advertising.
24. Explain the functions of advertising.
25. Discuss the important factors that attract attention of audience.
26. Explain the service provided or performed by an advertising agency.
27. Write a note on ethical issues in advertising.
28. Explain the broadcast media of advertising and also give its merits.
29. Explain the advantages of sales promotion.
30. Explain the objectives of sales promotion.
31. Write a short note on "Advertising Business".

**(6x4=24 Marks)**

### SECTION – D

Answer any **two** questions in **not exceeding four pages each**. Each question carries **15** marks.

32. Explain the factors should be considered while selecting a media.
33. Explain the methods of sales promotion.
34. Explain the factors influencing sales promotion growth.
35. Explain the classifications of advertising.

**(2x15=30 Marks)**

---