

(Pages : 3)

J – 1451

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences each. Each carries **1** mark.

1. Define advertising?
2. What do you mean by coupons?
3. What is personal selling?
4. What do you understand by AIDAS formula?
5. What is the meaning of direct marketing?
6. What is advertising budget?
7. What is the importance of public relation?
8. What do you mean by media selection?
9. What is mass advertising?
10. What is publicity?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions in not exceeding one paragraph. Each carries **2** marks.

11. What are the objectives of advertising?
12. What is an Advertising Agency?
13. What is creativity in advertising?
14. What is the difference between selling and promotion?
15. Celebrity advertising- explain?
16. What is IPR?
17. What is radio advertising?
18. What are the objectives of promotion?
19. What is promotional strategy?
20. Limitations of personal selling?
21. What do you mean by client relations?
22. What are the elements of promotion mix?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Difference between publicity and advertising?
24. What is advertisement copy? What are the elements of advertisement copy?
25. State sales promotion and its objectives?

26. How to select an advertising agency?
27. What are the qualities of a good salesman?
28. "Advertising is wasteful" - do you agree?
29. What is the need for integrated marketing communication?
30. State the difference between advertising and personal selling?
31. Explain the functions of advertising.

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is advertising budget? What are the factors affecting advertising budget?
33. What is sales promotion? What are the kinds of sales promotion?
34. What is advertising effectiveness? What are the methods of evaluating advertising effectiveness?
35. Explain different classifications of advertising?

(2 × 15 = 30 Marks)