

E 2229

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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2011

Fifth Semester

ADVERTISING AND SALES PROMOTION

(Common for Model I, B.Com. and Model II B.Com. Optional Stream Marketing)

Time : Three Hours

Maximum Weight : 25

Answers may be written either in English or in Malayalam.

Section A

Answer all questions.

Each bunch of four questions carries weight of 1.

I. Choose the correct answer from the choices given below :

1 Personal selling is a face to face :

- | | |
|--------------------|--------------------|
| (a) Communication. | (b) Direction. |
| (c) Both. | (d) None of these. |

2 The source of new recruits suggested by the existing team of sales representatives :

- | | |
|--------------------|--------------------|
| (a) Word of mouth. | (b) Scouting. |
| (c) Gate. | (d) None of these. |

3 The five step process in sales training programmes :

- | | |
|------------|-------------------|
| (a) ACMEE. | (b) AIDA. |
| (c) ACMEP. | (d) All of these. |

4 Hoardings and posters are examples of :

- | | |
|--------------------------|-------------------------|
| (a) Outdoor advertising. | (b) Indoor advertising. |
| (c) Both. | (d) None of these. |

II. Fill in the blanks :

5 _____ focuses on identification and solving of problems in marketing.

6 Sales force going to the customer is called _____.

7 _____ is face to face communication.

8 _____ is direct selling to the customers either by direct mail or telephone or TV Ads.

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

9 DAGMAR is an tool used for evaluating the advertising results.

10 AIDA is the stage in sales process of communication.

Turn over

- 11 Creating image of products in the minds of target group is called positioning.
 12 Mission, Money, Message, Media and Measurement are 5M's in advertising.

IV. Match the following A with B:—

A	B
13 Attention, Interest, Desire and Action	(a) DAGMAR.
14 Aims, content, methods, execution and evaluation	(b) AIDA.
15 Defining Advertising Goals, Measuring Advertising Results.	(c) ACMEE.
16 Induction training.	(d) Job related.
	(e) First training.
	(f) Evaluation.

(4 × 1 = 4)

Section B

*Answer any five questions.
 Each question carries a weight of 1.*

- 17 Define Personal selling.
 18 Define advertising.
 19 What is advertising media ?
 20 State the legal aspects of advertising.
 21 What is sales promotion mix ?
 22 What is brand equity ?
 23 State the merits of advertising.
 24 How to develop an advertising programme ?

(5 × 1 = 5)

Section C

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

- 25 How to evaluate the effectiveness of training on sales force ?
 26 Explain the manner of recruitment and selection of sales force.
 27 What are the steps involved in the process of budgeting for sales promotion ?
 28 Explain the methods of sales promotion.
 29 Explain the socio-economic aspects of advertisement.
 30 What is advertising research ?

(4 × 2 = 8)

Section D

Answer any two questions.

Each question carries a weight of 4.

- 31 What is advertising ? State its objectives, merits and demerits.
- 32 Define advertisement appeal. Explain how to measure the effectiveness of advertising.
- 33 State the different methods of personal selling.

(2 × 4 = 8)