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(Pages : 2)

Reg. No.....

Name.....

B.Com. (VOCATIONAL—MODEL II) DEGREE EXAMINATION, MARCH 2011

Sixth Semester

Vocational Subject : Marketing

Paper XI—SALES MANAGEMENT AND ADVERTISING—Unit II

(Regular/Supplementary)

Time : Three Hours

Maximum : 40 Marks

I. Answer any *eight* questions. Each answer shall not exceed three or four sentences.

- 1 What is sales promotion ?
- 2 Mention any *two* Drawbacks of Newspaper Advertising.
- 3 What is Advertisement Planning ?
- 4 What is AIDA ?
- 5 What is Message Design ?
- 6 What is shortage Advertising ?
- 7 What is conviction value ?
- 8 What is Hoarding ?
- 9 What do you mean by Brand image ?
- 10 Give *two* functions of Advertisement Agency.

(8 × 1 = 8 marks)

II. Answer any *six* questions. Each answer not to exceed *half a page* :

- 11 How to select a good media for advertising ?
- 12 List out the objectives of sales promotion.
- 13 What are the features of personal selling ?
- 14 What are the qualities of a good Advertisement Copy ?
- 15 Explain different types of Headlines.
- 16 What are the advantages of Newspaper advertising ?
- 17 How advertisement differs from publicity ?
- 18 How an advertisement Agency functions ?

(6 × 2 = 12 marks)

III. Answer any *two* questions :

- 19 What is Advertising ? What are the objectives of Advertising ?
- 20 What is slogan ? How to write effective slogans ?

Turn over

- 21 What are the advantages of personal selling to manufacturers ?
- 22 Television Advertising offers not only certain advantages but also imposes certain limitations. Discuss.

(2 × 5 = 10 marks)

IV. Answer any *one* of the following :—

- 23 What do you mean by Advertisement copy ? What are the qualities required for a good advertisement copy ?
- 24 What is sales promotion ? What are the different consumer promotion tools adopted for sales promotion ?

(1 × 10 = 10 marks)