

QP CODE: 22100971



Reg No : .....

Name : .....

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
APRIL 2022  
Sixth Semester**

**CORE - CO6CRT18 - ADVERTISEMENT AND SALES MANAGEMENT**

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

3407CA17

Time: 3 Hours

Max. Marks : 80

**Instructions to Private candidates only:** 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 any **ten** questions.

Each question carries **2** marks.

1. Define Advertising.
2. What is Persuasive Advertising?
3. What is meant by advertisement appeal?
4. What is meant by Advertising Layout?
5. Define advertising research.
6. Explain DAGMAR model of advertising.
7. State the components of promotion mix.
8. Explain the importance of Sale Promotion towards Consumers.
9. What is meant by push strategy?
10. How can personal selling help in selling of products?
11. Explain AIDAS approach.
12. Is it important to have a social approach while making sales?

(10×2=20)





### Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the forms of ethical violations in advertising.
14. Explain the objectives of Advertising Standards Council of India.
15. Explain the process of media planning.
16. Explain the process of permission marketing.
17. What are the advantages of measuring the effectiveness of advertising?
18. What are the methods of measuring the effectiveness of advertising?
19. Explain the Consumer Promotion Techniques of Sales Promotion.
20. Explain the positive and negative effects of Brand Equity.
21. What are the different types of sales objectives?

(6×5=30)

### Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Describe the social, economic and legal aspects of advertisement.
23. Explain the elements of ad copy for different media.
24. Explain the advantages and limitations of measuring the effectiveness of advertising research.
25. Explain the process followed by sales department in Personal Selling .

(2×15=30)

