

ST. ALOYSIUS COLLEGE, EDATHUA
B.Com DEGREE (C.B.C.S.) MODEL EXAMINATION, MARCH 2020
SIXTH SEMESTER
ADVERTISEMENT AND SALES MANAGEMENT

Time: 3 Hours

Maximum: 80 Marks

Part – A

*(Answer any **ten** questions. Each question carries 2 marks)*

1. Define advertising.
2. What is Surrogate advertising?
3. What do you mean by AIDA model in creation of advertisement?
4. What is advertisement campaign?
5. What do you mean by advertisement copy?
6. Explain copywriting.
7. What is advertising research?
8. What is DAGMAR model?
9. List the components of promotion mix.
10. Explain sales promotion budget.
11. List the process of personal selling? (10 x 2 = 20)
12. What is sales force management?

Part – B

*(Answer any **six** questions. Each question carries 5 marks)*

13. Explain the role of advertisement in marketing mix.
14. State the objectives of advertising.
15. Which are the forms of ethical violations in advertising?
16. What are the steps in permission marketing?
17. What are the qualities of a good copy writer?
18. Explain the elements of advertisement layout?
19. Explain importance of personal selling.
20. What are the features and objectives of advertising research? (6 x 5 = 30)
21. Explain the process of personal selling.

Part – C

*(Answer any **two** questions. Each question carries 15 marks)*

22. Discuss the classification of advertising functions.
23. What is advertisement media and explain its types.
24. Explain the methods of measuring the effectiveness of advertising.
25. Write a note on sales promotion. (2 x 15 = 30)
