

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2014**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 a weight of 1.

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

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

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

2. Inside sales is also known as :

- (a) Direct marketing. (b) Tele marketing.
(c) Social marketing. (d) Viral marketing.

3. The marketing outcomes of a product is known as :

- (a) Profit. (b) Brand loyalty.
(c) Branding. (d) Brand equity.

4. The legalised version of a brand is known as :

- (a) Brand loyalty. (b) Trademark.
(c) Packing. (d) Barcode.

II. Fill in the blanks :

5. A travelling salesman is also called a _____ salesman.
6. Salesmanship is complementary to _____.
7. The chief object of advertising is _____.
8. Advertisement encourages people to _____ goods.

Turn over

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

9. Registration of trademark is compulsory.
10. Sales promotion does not include personal selling.
11. Publicity is a paid form of promotion.
12. Under personal selling customers get more personal attention.

IV. Match the following A with B :

- | A | B |
|--------------------------|--|
| 13. Label | (a) Creation of demand for new products. |
| 14. Window display | (b) Identification. |
| 15. Promotional salesmen | (c) Test marketing. |
| 16. Trade mark | (d) Sales promotion. |
| | (e) Advertising. |
| | (f) Barcode. |

(4 × 1 = 4)

Section B

Answer any five questions.

Each question carries a weight of 1.

17. What is advertising media?
18. Write a short note on Telemarketing.
19. What is brand equity?
20. Define Trade mark.
21. Distinguish between Publicity and Propaganda.
22. Mention any *two* duties of Salesman.
23. Expand ACMEE.
24. Define Product mix.

(5 × 1 = 5)

Section C

Answer any four questions.

Each question carries a weight of 2.

25. Explain the socio-economic aspects of advertisements.
26. What is advertising research?

27. Write a note on Press advertisement.
28. Define Sales promotion. What are its objectives?
29. Discuss in detail any *two* techniques of Sales promotion.
30. Write a note on Salesmanship.

(4 × 2 = 8)

Section D

Answer any two questions.

Each question carries a weight of 4.

31. What do you understand by advertising strategy? How is it determined?
32. Explain the important qualities of a good salesman.
33. Indicate the functions and importance of Advertising.

(2 × 4 = 8)