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(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020 ONLY)

20 UBM 621

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : MAY - 2023**

**COURSE NAME: B.B.A**

**MAXIMUM MARKS: 70**

**SEMESTER: VI**

**TIME : 3 HOURS**

**PART - III**

**ADVERTISING AND SALES PROMOTION**

**SECTION - A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS. K1**

1. Placing an offering into consumers mind involved selecting a specific \_\_\_\_\_ for a brand.  
a) Positioning statement b) Pricing strategy c) Advertising budget d) None of these
2. Online advertising includes\_\_\_\_\_.  
a) E-mail spam b) Banner ads c) Only a d) Both a and b
3. Mascot in advertising layout is also known as\_\_\_\_\_.  
a) Trade character b) Illustration c) Body copy d) Signature
4. Sales applicants are typically not tested for\_\_\_\_\_.  
a) Accounting skills b) Analytical skills c)Organizational skills d) Personality traits
5. Which one of the following is not a sales promotion ?  
a) Cash back offer b) advertising specialties c) Samples d) None of these

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. K2**

6. Define advertising.
7. Define advertising budget.
8. Define layout of advertisements.
9. What is sales budget quota?
10. What is meant by salesmanship?

**SECTION – B**

**(5 X 4 = 20 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.K3**

11. a) How does advertising help manufacturers salesman and consumers?

**(OR)**

- b) What are the factors to be considered in selection of suitable medium?

12. a) Define copywriting. And brief it.

**(OR)**

- b) Give the objectives of ad copy.

**(CONTD.....2)**

13.a) What is offset lithography?

(OR)

b) List the parameters governing advertising campaign.

14.a) List the various decisions involved in sales force management

(OR)

b) Explain the concept of sales quota.

15.a) Distinguish between advertising and sales promotion.

(OR)

b) Explain the objectives of salesmanship.

**SECTION - C**

**(4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS**

**(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS (FROM Qn. No : 17 to 21) (K4 (Or) K5)**

16. Briefly explain the various types of advertising media.

17. What are the various functions of advertising? Explain.

18. Discuss the Positive social effects of advertising.

19. Describe various format of advertising layout.

20. Explain the various methods of motivating the salesmanship.

21. What are the differences between advertising and personal selling?

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ETHICAL PAPER