

FOR THE CANDIDATES ADMITTED

19UEO6S3

DURING THE ACADEMIC YEAR 2019 ONLY

REG.NO.:

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

END-OF-SEMESTER EXAMINATIONS: JULY – 2022

B.A.- ECONOMICS

MAXIMUM MARKS: 50

VI SEMESTER

TIME: 2 HOURS

PART – IV

ADVERTISING AND SALES PROMOTION –

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER ALL OF THE FOLLOWING QUESTIONS:

MULTIPLE CHOICE QUESTIONS

1. The Space and Time for advertisement are brought from_____.
a. Advertising Agency b. Media c. Customer d. Manufacturer
2. A small amount of product is offered to the customer for trial is called _____.
a. Product combination b. Sample c. Coupon d. Rebate
3. An appeal is the _____ of an advertisement.
a. Theme b. Image c. Colour d. Information
4. All Marketing Activities that attempt to stimulate quick buyer action or immediate sales of a product are known as_____.
a. Sponsorship b. Advertising
c. Sales Promotion d. Personnel Selling
5. Who said “Every one lives by selling something”?
a. R.L. Stevenson b. Philip Kotler c. Carter d. Baumol

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

6. What is Advertising?
7. Expand AIDA.
8. What is Sky Advertising?
9. Define Coupon.
10. Expand QA.

SECTION – B

(5 X 8 = 40 MARKS)

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS.

11. Explain the objectives of Advertising.
12. Differentiate between Advertising and Salesmanship
13. Explain the types of indoor Advertising.
14. Describe the kinds of sales promotion.
15. Enumerate the qualities of a good Salesman
16. Discuss the various processes involved in personal selling’
17. Suggest any two Electronic products that you like most and explain its features in your own style.
18. Launch the consumer product and list out its special features.

