

QP CODE: 25020551



Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

CORE - CO6CRT18 - ADVERTISEMENT AND SALES MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

A0B056C4

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.

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. What is Continuity Objectives?
2. Explain Stereotyping.
3. What is meant by buying motive?
4. What is meant by media buying?
5. What is advertising research?
6. What is meant by focus group sessions?
7. What is Direct Marking?
8. Explain the importance of Sale Promotion towards producers.
9. Distinguish between pull strategy and push strategy.
10. What is adaptive selling?
11. Who are Closers?
12. Is it important to have an social approach while making sales?

(10×2=20)





Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the positive impacts of Advertising on the society.
14. Explain the key Principles and Standards of Self-regulation in Advertising set by the ASCI.
15. Explain the elements of audio ad copy.
16. Explain the advantages of copy testing.
17. What are the need and importance of measuring the effectiveness of advertising?
18. What is DAGMAR model of advertising? What are the steps in purchase according to this model?
19. Explain the Sales Promotion Strategies.
20. Explain the techniques of Sales Promotion Budget.
21. Explain the nature of personal selling.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the process of advertisement in the promotion of a product or a service.
23. Explain the major steps in the process of permission marketing.
24. Explain the advantages and limitations of measuring the effectiveness of advertising research.
25. What is the relevance of Sales Force Management for a business Firm?

(2×15=30)

