

Reg. No. :

Name :

**Fourth Semester B.B.A. Degree Examination, July 2017
(Career Related First Degree Programme Under CBCSS)
Group 2(b)
Elective Course
BM-1461.2 : ADVERTISING AND SALES PROMOTION
(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION - A

Answer all questions in one or two sentences each. Each carries 1 mark.

1. What is consumer advertising ?
2. What is advertising ?
3. What do you mean by Advertising Agency ?
4. What is advertising copy research ?
5. What is print media ?
6. What is point of purchase advertising ?
7. What is Public Service Advertising ?
8. What is a Logo ?
9. What is an advertising industry ?
10. What is Unit Display ?

(10×1=10 Marks)

SECTION - B

Answer any eight questions in not exceeding one paragraph. Each question carries 2 marks.

11. What is Product Related Advertising ?
12. What is Transport Advertising ?
13. What is adverting insult ?

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14. What is campaign ?
 15. What do you mean by Themes ?
 16. What is media selection ?
 17. What is experimental control method of measuring advertising effectiveness ?
 18. What is an independent advertising agency ?
 19. What is Trade oriented sales promotion ?
 20. What is Advertising Strategy ?
 21. What is Classified Ads ?
 22. What is creative Boutiques ?
- (8x2=16 Marks)**

SECTION - C

Answer **any six** questions in **not exceeding one page each**. Each question carries **4 marks**.

23. Explain the marketing communication system in advertising.
 24. Explain the Communication Mix.
 25. Explain the Benefits of Advertising.
 26. Explain the functions of an advertising agency.
 27. Write a note on social implications of advertising. ✓
 28. Explain the print media of advertising.
 29. Explain the characteristics of a good copy.
 30. Explain the drawback of sales promotion.
 31. Explain the characteristics of successful sales promotion.
- (6x4=24 Marks)**

SECTION - D

Answer **any two** questions in **not exceeding four pages each**. Each question carries **15 marks**.

32. Explain the indirect measures to measure the effects of advertising.
 33. Explain the various advertising media available to the marketers.
 34. Explain the methods of copy testing.
 35. Explain the tools and techniques of sales promotion.
- (2x15=30 Marks)**