

(Pages : 3)

N – 8108

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2 (b)

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2014-2016 Admissions)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer type questions (One word to maximum of 2 sentences) Each question carries 1 mark. Answer all questions.

1. What is meant by marketing communication?
2. Define advertising.
3. What is Institutional advertising?
4. What is an advertisement copy?
5. What is a Prestige Copy?
6. Who is a Copywriter?
7. What is media planning?

P.T.O.

8. What do you mean by advertising agency?
9. What is a creative boutique?
10. What is sales promotion?

(10 × 1 = 10 Marks)

SECTION – B

Short answer questions. Answer any eight questions (Not exceeding one paragraph each. Each question carries 2 marks.

11. Give a brief account of Trade Advertising.
12. What do you understand by Transit Advertising?
13. What do you mean by advertising appeal?
14. What are the qualities of good advertisement copy?
15. List out the contents of an advertisement copy.
16. Enumerate some tips on copywriting.
17. Bring out the meaning of advertising media.
18. Write a short note on media mix.
19. Briefly explain the benefits of a full service-advertising agency.
20. What are the three moral principles of advertising?
21. Write Social implications of advertising.
22. What are the functions of Sales Promotion?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. Each question carries 4 marks. Short essay questions (Not to exceed 120 words)

23. Explain the steps involved in marketing communication process.
24. What are the functions of advertising?
25. What are the essentials of a good advertising appeal?
26. What are the different techniques for the measurement of attitude change after the advertisement?
27. What are the points to be borne in mind while selecting the advertising media?
28. Examine the factors that are to be considered while selecting an advertising agency.
29. What are the functions of an advertising agency?
30. Write a short note on Moral and ethical issues in advertising.
31. Give a brief account of social implications of advertising.

(6 × 4 = 24 Marks)

SECTION – D

Long Essay questions. Answer any **two** questions in not exceeding 4 pages each. Each question carries 15 marks.

32. Discuss the significance of advertising. Also explain its features.
33. Discuss the different types of advertising agencies.
34. What are the factors that contribute to the effective client agency relationship?
35. (a) What are objectives of sales promotion?
(b) Distinguish between advertising and sales promotion.

(2 × 15 = 30 Marks)

BBA (S)

(Pages : 3)

2016 G - 4275

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, July 2019
Career Related First Degree Programme under CBCSS
Group 2(b)

Elective Course Stream II: Marketing Management
BM 1461.2 ADVERTISING AND SALES PROMOTION
(2014 - 2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION - A

Define the following terms in **one** or **two** sentences each. **Each** carries **1** mark.

1. Communication Barriers.
2. Broadcast Media.
3. Institutional Advertising.
4. Social Advertising.
5. Economic aspects of advertising.
6. Advertising Copy.
7. Story Copy.
8. Radio Commercials.

P.T.O.

9. Advertising Campaign.

10. Media Scheduling

(10 × 1 = 10 Marks)

SECTION – B

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

11. Discuss the legal aspects of advertising.

12. What are the functions of advertising?

13. What are the benefits of advertising?

14. What is institutional advertising?

15. What do you understand by industrial advertising?

16. What qualities does a person need to be successful in the field of advertising?

17. What is text?

18. What do you mean by advertising budget?

19. Discuss the role of advertising in the marketing mix.

20. How is media selected? How cost efficiency is a determinant in media selection?

21. What are the Objectives of sales Promotion?

22. What are the various media vehicles used under sales promotion?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the various sources of print media information in brief?
24. Explain the problems or risk involved in sales promotion?
25. Define how sales promotion effects sales. Illustrate with an example?
26. What are the different types of sales promotion? Define the various tools and techniques used in sales promotion (briefly)?
27. Discuss the requisites of an effective layout.
28. What is media planning? Discuss the various factors that are to be considered for the selection of a suitable media.
29. Discuss the social aspects of advertising. Give examples.
30. What factors would you consider to decide the target audience of your Ad?
31. Define DAGMAR Approach? What are the challenges to the DAGMAR Approach?

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is advertising effectiveness? State and explain the pre testing methods of evaluating advertising effectiveness.
33. Explain classification of advertising
34. How effective is online advertising? Which type of products should be advertised online?
35. What do you mean by advertising? Also explain the various objectives of advertising?

(2 × 15 = 30 Marks)



(Pages : 2)

C – 3987

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 advertising insult ?

P.T.O.

C - 3987



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 ?

(8×2=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.

(6×4=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.

(2×15=30 Marks)



Reg. No. :

Name :

**Fourth Semester B.B.A. Degree Examination, July 2018
Career Related First Degree Programme Under CBCSS**

Group 2(b)

**Elective Course Stream II : Marketing Management
BM 1461.2 : ADVERTISING AND SALES PROMOTION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION - A

Define the following terms in **one or two sentences each**. Each carries **1 mark**.

1. What is broadcast media ?
2. What is a slogan ?
3. What is advertising ?
4. Define DAGMAR approach.
5. What is advertising copy ?
6. Define brand image.
7. Define Media Strategy.
8. Define Sales Promotion.
9. What is Rack display ?
10. What is trade shows ?

(10×1=10 Marks)

SECTION - B

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

11. What is communication mix ?
12. What is the importance of Sales Displays ?
13. What is campaign planning ?
14. What are the various media vehicles used under advertisement ?
15. What is advertising copy ? How is it written ?
16. What do you understand by Ad agency ?

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J – 1451

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define advertising?
2. What do you mean by coupons?
3. What is personal selling?
4. What do you understand by AIDAS formula?
5. What is the meaning of direct marketing?
6. What is advertising budget?
7. What is the importance of public relation?
8. What do you mean by media selection?
9. What is mass advertising?
10. What is publicity?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What are the objectives of advertising?
12. What is an Advertising Agency?
13. What is creativity in advertising?
14. What is the difference between selling and promotion?
15. Celebrity advertising- explain?
16. What is IPR?
17. What is radio advertising?
18. What are the objectives of promotion?
19. What is promotional strategy?
20. Limitations of personal selling?
21. What do you mean by client relations?
22. What are the elements of promotion mix?

SECTION – C

(8 × 2 = 16 Marks)

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

23. Difference between publicity and advertising?
24. What is advertisement copy? What are the elements of advertisement copy?
25. State sales promotion and its objectives?

26. How to select an advertising agency?
27. What are the qualities of a good salesman?
28. "Advertising is wasteful" - do you agree?
29. What is the need for integrated marketing communication?
30. State the difference between advertising and personal selling?
31. Explain the functions of advertising.

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is advertising budget? What are the factors affecting advertising budget?
33. What is sales promotion? What are the kinds of sales promotion?
34. What is advertising effectiveness? What are the methods of evaluating advertising effectiveness?
35. Explain different classifications of advertising?

(2 × 15 = 30 Marks)

(Pages : 3)

G – 4315

Reg. No. : 19517805006

Name : Amal S. Titte.....

Fourth Semester B.B.A. Degree Examination, July 2019

Career Related First Degree Programme under CBCSS

Elective Course

BM 1461.2 ADVERTISING AND SALES PROMOTION

(2017 Admn)

Time : 3 Hours

Max. Marks : 80

PART – A

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

1. Define promotion.
2. What is publicity?
3. What do you understand by ad appeals?
4. What is the meaning of advertising agency?
5. What is pioneer advertising?
6. What is advertising budget?
7. What is scientific advertising?

P.T.O.

8. What is media planning?
9. What do you mean by marketing communication?
10. What is point of purchase promotion?

(10 × 1 = 10 Marks)

PART – B

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

11. What are the features of advertising?
12. Give a brief note on local advertising?
13. What is the role of newspaper in advertising?
14. What do you mean by salesmanship?
15. What is buy back allowance?
16. Distinguish between couponing and rebate?
17. What is price skimming?
18. What is online marketing?
19. Who is sales person?
20. What is informative advertising?
21. What are the elements of promotion mix?
22. What do you mean by sales promotion tool?

(8 × 2 = 16 Marks)

PART – C

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

23. What is advertising? What are the characteristics of advertising?
24. What is the role of Advertising appeals?
25. Distinguish between advertising and sales promotion?
26. What is personal selling and what are the features of personal selling?
27. "Advertisement sells the product"- Do you agree?
28. What are the difficulties of advertising effectiveness?
29. What is the process of personal selling?
30. Explain AIDA approach of selling.
31. Explain the social issues of advertising.

(6 × 4 = 24 Marks)

PART – D

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

32. What are the methods for setting advertising budget?
33. What is advertising media? What are the factors governing the selection of advertising media?
34. Advertising brings long term effects but sales promotion is for quicker result- Do you agree? Explain.
35. What are the promotion tools used in advertising?

(2 × 15 = 30 Marks)

(Pages : 4)

N – 8124

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, August 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Very short answer Questions. (One word to maximum 2 sentences)
Answer all questions in one/two sentences. Each question carries 1 mark.

1. What is meant by marketing mix?
2. What is meant by Personal Selling?
3. What is meant by advertising?
4. What is meant by ad copy?
5. What is meant by sales promotion?
6. What is meant by advertising agency?
7. What is meant by AIDA Model?
8. What is meant by window display?

P.T.O.

9. What is meant by e advertising?
10. What is meant by IPR?

(10 × 1 = 10 Marks)

SECTION – B

Short Answer Questions, not exceeding one paragraph. Answer any **eight** questions. Each question carries **2** marks.

11. What is copy writing?
12. What is meant by media planning?
13. List out any two demerits of personal selling.
14. Which are the five M's of advertising?
15. What is meant by positioning?
16. What do you understand by creative advertising?
17. What is meant by transportation advertising?
18. State any two objectives of sales promotion.
19. State the functions of sales management.
20. What is meant by advertising audit?
21. What is meant by publicity?
22. Which are the components of global advertising?
23. State any two advantages of news paper advertising.
24. What is meant by advertising budget process?
25. What is meant by advertising campaign?
26. What is meant by rural advertising?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. Each question carries **4** marks.

27. What are the features of copy writing?
28. What are the various forms of advertising agencies?
29. Explain the merits of personal selling.
30. Which are the various stages in advertising life cycle?
31. Which are the various types of online advertising?
32. Explain the importance of product life cycle in advertising.
33. Explain about various functions of advertising.
34. Explain the factors affecting the determination of target audience while advertisement planning.
35. Which are the various components of advertising?
36. Explain about the features of advertising.
37. Discuss about the process of determining target audience?
38. Discuss about ethical issues in advertising?

(6 × 4 = 24 Marks)

SECTION – D

Long Essay Questions. Answer any **two** questions. Each question carries **15** marks.

39. Discuss about the positive and negative impacts of advertising?
40. Explain about various types of advertising?
41. Discuss about positive and negative points of advertising agencies.

42. Discuss about various steps in promotional campaign planning.
43. Discuss about various methods of sales promotion.
44. Discuss about various steps in sales forecasting process.

(2 × 15 = 30 Marks)

(Pages : 3)

M – 4564

Reg. No. :

Name :

Fourth Semester B.B.A. Degree Examination, February 2022

Career Related First Degree Programme under CBCSS

Group 2(b)

Elective Course

BM 1461.2 : ADVERTISING AND SALES PROMOTION

(2019 Admission)

Special Examination

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is personal selling?
2. What is advertising budget?
3. What is sales promotion?
4. What is copyrighting?
5. What is publicity?
6. What is advertising?
7. What is advertising agency?

P.T.O.



8. What is IPR?
9. What is trade advertising?
10. What is media option?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions. Each question carries **2** marks.

11. Define advertising
12. What is integrated marketing communication?
13. What is media planning?
14. What is percentage of sales method?
15. What are public relations?
16. What is sales territory
17. What is marketing
18. What is transportation advertising?
19. What is AIDA method?
20. What is advertising campaign?
21. What is window display?
22. What is social advertising
23. What is consumer promotion?
24. What are in house agencies?
25. What is brand advertising?
26. What is historical sales method?

(8 × 2 = 16 Marks)

