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Name.....

Reg. No.....

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS-UG)

B.B.A.

BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 30.

1. List out any *four* limitations of radio advertising.
2. What do you mean by digital advertising ?
3. What is the AIDA model of advertising ?
4. What is an advertising copy ?
5. What do you mean by an advertising campaign ?
6. List out any *four* benefits of advertising to the community or society.
7. Define Advertising.
8. What do you mean by surrogate advertising ?
9. List out any *four* limitations of sales promotion.
10. What do you mean by an advertising agency ?
11. What is a jingle ?
12. Who do you mean by mobile advertising ?
13. Who is meant by an advertising budget ?

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14. What is pre-testing advertising ?
15. What do you mean by trading stamps ?

(10 × 3 = 30 marks)

Section B

*Answer atleast five questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.*

16. Briefly discuss the role of an advertising agency.
17. List out the merits and limitations of mobile advertising.
18. What are the major trade promotion methods or schemes ?
19. Briefly explain the organizational structure of the advertising agency.
20. Write a short note on ethics in advertising.
21. Write a note on the Advertising Standards Council of India (ASCI).
22. Explain the steps involved in the advertising budget.
23. Briefly explain the essentials of a good advertising layout.

(5 × 6 = 30 marks)

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. Define Advertisement. Elaborate on the planning process of advertisement.
25. What do you mean by advertisement media ? Also, list out the differences between print and broadcast advertising.
26. What do you mean by sales promotion ? Explain the objectives and importance of sales promotion.
27. What are the objectives of advertising ? Also discuss various features of advertising.

(2 × 10 = 20 marks)