

C 40455

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Name.....

Reg. No.....

**SIXTH SEMESTER U.G (CBCSS—UG) DEGREE EXAMINATION
MARCH 2023**

BBA

BBA 6B 15—ADVERTISING AND SALES PROMOTION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 2 marks.*

1. What is sales promotion ?
2. Expand AIDA and ASCI.
3. List out any two differences between print and broadcast advertising.
4. What is meant by advertising budget ?
5. What do you mean by an advertising agency ?
6. What is meant by proof-reading ?
7. What do you mean by an advertisement copy ?
8. What do you mean by guerrilla advertising ?
9. What do you mean by salesmanship ?
10. What is an advertising slogan ?
11. List out any four features of advertising.
12. What is advertising research ?
13. What is mobile advertising ?
14. What is Public Service Advertising ?
15. What do you mean by an advertising campaign ?

(15 × 2 = 30, maximum ceiling 25 marks)

Turn over

Part B

*Answer all questions.
Each question carries 5 marks.*

16. List out the objectives of sales promotion.
17. What are the various social and economic effects of advertising ?
18. What are the various functions of advertising ?
19. List out the benefits and the limitations of sales promotion.
20. List out the benefits of having an advertising budget.
21. What are the various components of an advertisement copy ?
22. Write a note on the impact of social media in advertising.
23. Briefly explain the evolution of advertising.

(8 × 5 = 40, maximum ceiling 35 marks)

Part C

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

24. Discuss the various functions provided by advertising agencies. Also, explain the structure of a modern advertising agency.
25. What are the various types of advertising media ? Also, list out their merits and demerits.
26. Discuss in detail the importance of advertising.
27. What are the major types of consumer and trade-related sales promotion schemes or methods ?

(2 × 10 = 20 marks)