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Name.....

Reg. No.....

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2024**

(CBCSS—UG)

B.B.A.

BBA 6B 15—ADVERTISING AND SALES PROMOTION

(Marketing Elective)

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. What is sales promotion ?
2. What is advertising budget ?
3. What is pay-out planning method ?
4. What is outdoor advertising ?
5. What is copywriting ?
6. What is exchange scheme ?
7. What is push money promotion ?
8. What is internet advertising ?
9. What is promotional planing ?
10. What is sales data method ?
11. What are the four forms of consumer promotion ?
12. What do you mean by evaluation of sales promotion programme ?
13. What is advertisement copy ?
14. What is broadcast advertising ?
15. What do you mean by ASCI ?

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

**Turn over**

**Part B**

*Answer all questions.*

16. Explain the features of advertising ?
17. Describe the various steps in advertising process ?
18. Explain the types of advertisement copy ?
19. What is mobile advertising ? explain the types of mobile advertising ?
20. Describe the role of media in advertising.
21. What is social media ? Explain the pros and cons of social media in advertising ?
22. Explain the benefits sales promotion.
23. Explain different methods used for evaluation of results ?

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.*

24. Explain the structure of advertising agency.
25. Write a note on promotional planning process.
26. What is sales promotion scheme ? Explain the important tools of sales promotion schemes ?
27. Write a note on ethical aspects of advertising.

(2 × 10 = 20 marks)