

**21UEO3N1-ADVERTISING AND SALES
PROMOTION**

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**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2021 ONLY)**

(No. of Pages : 1)
21UEO3N1

REG.NO. .

NGM COLLEGE (AUTONOMOUS) POLLACHI

END-OF-SEMESTER EXAMINATION: DECEMBER 2022

UG DEGREE PROGRAMMES

MAXIMUM MARKS: 50

III SEMESTER

TIME: 2HOURS

PART-IV – NON MAJOR ELECTIVE PAPER-I

ADVEERTISING AND SALES PROMOTION

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

1. Advertising is a method of _____.
a. publicity b. attraction c. rumour d. insult
2. Generally speaking economists are the opponents of _____.
a. production b. advertising c. sales d. profit
3. Find out the odd one _____.
a. TV b. film c. exhibition d. Radio
4. The word promotion means _____.
a. to sale b. to push c. to move d. to advance an idea
5. He who works with hands, his heart and his feet is a _____.
a. Salesman b. labourer c. Artist d. Craftman

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES.

6. What is advertising ?
7. What is production cost?
8. State two methods of direct advertising.
9. What is sales promotion?
10. What is self confidence?

SECTION – B

(5x8-40 MARKS)

ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS.

1. Discuss the objectives of advertising.
2. Analyse – Is advertising productive?
3. List out the types of indoor advertising?
4. Analyse the kinds of sales promotion.
5. Describe the qualities of a good sales man.
6. Discuss, the importance of recruitment and selection of sales force.
7. Launch a consumer products and list out its special features.
8. List out any ten electronic gadgets that you like most and explain its features in your own style.
