

(FOR THE CANDIDATES ADMITTED

20UEO6S3

DURING THE ACADEMIC YEAR 2020 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY-2023

COURSE NAME: B.A.-ECONOMICS

MAXIMUM MARKS: 50

SEMESTER:VI

TIME : 2 HOURS

**PART - IV**

**ADVERTISING AND SALES PROMOTION**

**SECTION – A ( 10 X 1 = 10 MARKS)**

**ANSWER ALL THE QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**K1**

1. The Space and Time for advertisement are brought from\_\_\_\_\_.  
a. Advertising Agency      b. Media      c. Customer      d. Manufacturer
2. A small amount of product is offered to the customer for trial is called \_\_\_\_\_.  
a. Product combination      b. Sample      c. Coupon      d. Rebate
3. An appeal is the \_\_\_\_\_ of an advertisement.  
a. Theme      b. Image      c. Colour      d. Information
4. Generally Speaking economists are the opponents of \_\_\_\_\_.  
a. Sales promotion      b. Advertising      c. Production      d. Distribution
5. Who said “Every one lives by selling something”.  
a. R.L. Stevenson      b. Philip Kotler      c. Carter      d. Baumol

**ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES. K2**

6. What is Advertising?
7. Expand AIDA.
8. What is Money Refund offer?
9. Define Coupon.
10. Expand QA.

**SECTION – B (5X 8 = 40 MARKS)**

**ANSWER ANY FIVE OF THE FOLLOWING QUESTIONS. K3,K4 & K5**

11. Discuss the role of Advertisement in Economy.
12. Differentiate between Advertising and Salesmanship
13. Explain the types of Retail Advertising.
14. Describe the Web Advertising in Modern Economy.
15. Enumerate the qualities of a good Salesman
16. Discuss the Structure of Advertisement Department.
17. Suggest any Three Electronic products that you like most and explain its features in your .
18. Explain the different types of Recruitment Process.

