

(FOR THE CANDIDATES ADMITTED

20 UIB 619

DURING THE ACADEMIC YEAR 2020 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS: MAY-2023

B.COM.IB.

MAXIMUM MARKS: 70

VI SEMESTER

TIME: 3 HOURS

PART – III

INTERNATIONAL SALES PROMOTION & BRANDING

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

- 1 Manufacturer may use all the potential tools advertisement, personal selling and sales promotion induce the market to buy a product \_\_\_\_\_
  - a) Push Strategy
  - b) Cross promotion
  - c) Surrogate Selling
  - d) Sales promotion
2. One who buy the same brand all the time \_\_\_\_\_
  - a) Split loyal
  - b) Shift loyal
  - c) Hard core loyal
  - d) Switcher
3. Type of advertising persuades or motivates the prospective buyers to take quick actions to buy the products or services of the firm \_\_\_\_\_
  - a) Remainder advertisement
  - b) Informative advertisement
  - c) Persuasive advertisement
  - d) Surrogate advertising
- 4.. The Specific Message Carrier, it can be a specific Television Show, or a Specific News Paper\_\_\_\_
  - a) Media Vehicle
  - b) Ad copy
  - c) Media channel
  - d) Media mix
5. A bigger agency having whole range of advertising and marketing solutions \_\_\_\_\_
  - a) Interactive Agency
  - b) Creative Boutiques
  - c) Media Buying Agency
  - d) Full Service Agency

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(Qn. No. 6 - 10)

6. Explain Surrogate Selling.
7. Define Luxury brand.
8. Explain Copy Testing.
9. Explain Suggestive Value of advertisement copy.
10. Define In House Agency.

(CONTD....2)

**SECTION – B****(5 X 4 = 20 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

11. a) Describe the Objectives of Sales Promotion.  
(OR)  
b) Discover the differences between Advertisement and Sales promotion.
12. a) Discover the various Brand attributes.  
(OR)  
b) Describe the uses of brand equity.
13. a) Describe the various ethical issues in advertising.  
(OR)  
b) Discover the differences between Publicity and advertising.
14. a) Describe the Importance of Marketing communication.  
(OR)  
b) Describe the Steps in Media planning.
15. a) Discover the various Types of Media.  
(OR)  
b) Describe the Advantages and disadvantages of Television Media

**SECTION - C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS  
(FROM Qn. No : 17 to 21))**

16. Discuss the various Types of Sales promotion.
17. Discuss the Global branding strategies..
18. Discuss the Classifications of advertisement.
19. Examine DAGMAR model communication process.
20. Examine the Functions of advertising agency.
21. Discuss the Marketing Communication Mix.