

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **21 UEC 5E1**

DURING THE ACADEMIC YEAR 2021-22 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2023

B.Com. – E.COMMERCE

MAXIMUM MARKS: 70

V SEMESTER

TIME : 3 HOURS

PART – III

ADVERTISING AND SALES PROMOTION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. What is the primary purpose of advertising in marketing?
(a) To set product prices (b) To communicate messages to a target audience
(c) To design product packaging (d) To manage supply chain logistics
2. Advertisements on platforms like Facebook, Instagram, Twitter, and LinkedIn
(a) Print media (b) Social media
(c) Digital media (d) Direct media
3. Which of the following is NOT a common type of web advertisement?
(a) Banner ad (b) Search engine ad
(c) Radio jingle (d) Social media ad
4. Which promotion mix element involves creating and maintaining relationships with the media and the public?
(a) Advertising (b) Sales Promotion
(c) Personal Selling (d) Public Relations
5. Offering a free or discounted product when a customer purchases another item at full price is called as
(a) BOGO(Buy one Get one) (b) Coupons
(c) Flash sales (d) Free samples

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define advertisement.
7. What is E-mail marketing.
8. State some web advertisements.
9. Give example for sales promotion.
10. Who is a salesman?

(CONTD 2)

SECTION – B (5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Analyze the concept and purpose of advertisement.
(OR)
b) Determine the basis for remuneration of agencies.
12. a) Point out the various channels or platforms through which advertisements are delivered to the target audience.
(OR)
b) Discuss some key considerations when examining the cost of advertisements related to sales.
13. a) Ascertain the steps involved in producing an advertisement .
(OR)
b) Investigate the measuring impact of advertisements.
14. a) Outline the role of sales promotion.
(OR)
b) Point out the objectives of Sales Promotion.
15. a) Determine the key steps to design a sales promotion campaign.
(OR)
b) Analyze the benefits of online sales promotions.

SECTION - C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS**

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS (FROM Qn. No : 17 to 21) (K4 (Or) K5)

16. Categorize the different types of advertisements.
17. Discuss Social, Economic and Legal Implications of Advertisements.
18. Evaluate the media strategy and scheduling.
19. Summarize Radio, T.V. and web advertisements.
20. Determine the Sales Promotion Techniques.
21. Develop the designing of sales promotion campaign.
