

(FOR THE CANDIDATES ADMITTED

21UIB619

DURING THE ACADEMIC YEAR 2021 - 2024 ONLY)

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS: MAY - 2024

B.Com.IB

MAXIMUM MARKS: 70

SEMESTER VI

TIME : 3 HOURS

PART – III

21UIB619 - INTERNATIONAL SALES PROMOTION & BRANDING

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS. (K1)

1. Creating an image of a product in the minds of the target group is called_____
 - a) Marketing
 - b) Positioning
 - c) Branding
 - d) Popularising
2. A consumer contest is an example of _____.
 - a) Personal Selling
 - b) Sales Promotion
 - c) Advertisement
 - d) Indirect Selling
3. The plan that shows the time, date and frequency of an advertisement is_____
 - a) Media Plan
 - b) Media Schedule
 - c) Media Time
 - d) Media Space
4. The large volume of advertising in society is known as _____.
 - a) Advertising clutter
 - b) Deception
 - c) Mass advertising
 - d) Large scale advertising
5. Independent organization of creative people for advertising and promotional tools are called_____
 - a) Advertisement Makers
 - b) Advertisement Creators
 - c) Advertisement Developers
 - d) Advertisement Agency

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. What is Cross Promotion?
7. What is brand loyalty?
8. Define advertising.
9. What is DAGMAR?
10. Explain the role of Advertising Agency?

SECTION – B

(5 X 4 = 20 MARKS)

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

11. a) Describe the objectives of Sales Promotion?(OR)
b) List the driving factors in global promotion decisions.
12. a) Examine the importance of Branding to Consumers?(OR)
b) Write down the different sources of Brand Equity.
13. a) How does advertising differ from any other form of promotion? (OR)
b) Write a note on the socio - economic impact of Advertising.
14. a) Simplify the steps involved in the preparation of the advertising budget. (OR)
b) Explain the tools of Integrated Marketing Communication.
15. a) Design the organisation structure of an advertising agency.(OR)
b) How do you construct an effective advertisement?

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. Explain the various sales promotion tools available and briefly explain their features.
17. Elucidate the various Global Brand Management Strategies
18. Enumerate the classification of advertising.
19. Analyse the various methods of evaluating the effectiveness of advertising.
20. Explain the different roles and functions of an advertising agency.
21. Describe the various approaches to the international advertising campaign.
