

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2022 ONLY)**

22UBM616

REG.NO. :

**N.G.M. COLLEGE (AUTONOMOUS): POLLACHI
END-OF-SEMESTER EXAMINATIONS: MAY-2025**

**B.B.A
VI SEMESTER**

**MAXIMUM MARKS: 50
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. Which medium is most suitable for targeting a local audience quickly?
a) Television b) Newspapers c) Magazines d) Direct mail
2. Which of the following is NOT a common method of setting an advertising budget?
a) Percentage of Sales Method b) Competitive Parity Method
c) Cost-Per-Click Method d) Objective and Task Method
3. What is the key principle in designing an advertising layout?
a) Cluttered visuals b) Clear hierarchy of elements
c) Random placement of images d) Maximum use of text
4. Which of the following is a key method for evaluating sales force performance?
a) Customer feedback and sales reports b) Random guessing
c) Reducing employee salaries d) Increasing product prices
5. Which of the following is the first step in the personal selling process?
a) Closing the sale b) Pre-approach c) Approach d) Follow-up

ANSWER THE FOLLOWING IN ONE OR TWO SENTENCES. (K2)

6. Which advertising medium is considered most personalized?
7. What is a positive social effect of advertising?
8. Lithography is a printing technique based on which principle ?
9. What is Sales force Management?
10. What does the term "persuasion" refer to in marketing communication?

SECTION – B (5 X 3 = 15 MARKS)

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

11. a) Explain advertising and mention its importance.
(OR)
b) Discuss in detail outdoor advertising.
12. a) List the key factors for preparing an Advertising Budget.
(OR)
b) Determine the key elements of an advertising copy. **(CONTD.....2)**

13.a) Discuss the Advertising Layout.
(OR)

b) Explain the Printing Plates and their Uses.

14.a) Dramatize the Importance of Sales Force Management.
(OR)

b) List the training Methods for Sales Force.

15.a) Explain the methods of Sales promotion.
(OR)

b) Explain the differences between consumer and dealer promotions.

SECTION - C **(5X 5 = 25 MARKS)**

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 & K5)

16.a) Discuss the Objectives of Advertising.
(OR)

b) Explain the Advantages and Disadvantages of Television Advertising.

17.a) Describe the Social Effects of Advertising with positive and negative effects.
(OR)

b) Explain the types of Advertising.

18. a) Define Advertising Layout and Functions in detail.
(OR)

b) Discuss the Steps in Advertising Campaign Planning.

19.a) Explain the decisions involved in sales force management.
(OR)

b) Evaluate the process of sales force evaluation.

20.a) Explain the process of personal selling.
(OR)

b) Enumerate the importance of after-sales service.

ETHICAL PAPER