

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

ONLY

REG.NO. :

22UIB616

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

**B.COM-IB(SF)****MAXIMUM MARKS: 75****SEMESTER VI****TIME : 3 HOURS****PART - III**

**22UIB616 – INTERNATIONAL SALES PROMOTION & BRANDING  
SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS. (K1)**

1. Consumer promotion, trade promotion and \_\_\_\_\_ are the three forms of sales promotion  
a) Media Promotion b) Sales Force Promotion c) Core Promotion d) Media Mix
2. If a company uses successful brand names to launch a new or modified product in a new category, this strategy is called \_\_\_\_\_.  
a) Brand extension a) Co-barding c) Line extension d) Multi barding
3. Advertising by a local merchants who sell directly to the customer is \_\_\_\_\_  
a) End product advertising b) National advertising c) Retail advertising d) Direct response advertising
4. Which one is not a component of communication process?  
a) Sender b) Receiver c) Product d) Feedback
5. \_\_\_\_\_ media can give 24 hour exposure to the public eye.  
a) Television b) Print c) Internet d) Flex Board

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

6. Explain the objectives of sales promotion.

7. Define the brand loyalty.
8. Explain the meaning of an advertisement.
9. Define strategic planning in media.
10. Distinguish ad agency management.

**SECTION – B (5 X 5 = 25 MARKS)**

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

11. a) Describe the importance of sales promotion.  
**(OR)**  
b) Examine the characteristics of sales promotion.
12. a) List the concept and process of branding.  
**(OR)**  
b) Identify the types of branding.

**(CONTD .... 2)**

13. a) List the classification of advertisement.  
**(OR)**  
b) Apply the role of ethics in advertising.
  
14. a) Show the concept of product in marketing communications.  
**(OR)**  
b) Examine the role of communication in marketing process.
  
15. a) Describe the functions of advertising agency.  
  
**(OR)**  
b) Examine the relationship between client and agency.

**SECTION – C****(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**  
**(K4 (Or) K5)**

16. a) Analyze the advantages and disadvantages of surrogacy.  
**(OR)**  
b) Examine the measure the effectiveness of sales promotion.
  
17. a) Determine the seven steps to build the brand.  
**(OR)**  
b) Summarize the differences between online and offline branding.
  
18. a) Summarize the Types of advertising.  
**(OR)**  
b) Evaluate the relationship between advertising and the marketing mix.
  
19. a) Determine the integrated marketing communication is brief.  
**(OR)**  
b) Evaluate the DAGMAR approach in advertising management.
  
20. a) Analyze the types of media in integrated marketing communication.  
  
**(OR)**  
b) Examine the seven steps in creating an advertising campaign.

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**Ethical paper**