

(FOR THE CANDIDATES ADMITTED

22UIB616

DURING THE ACADEMIC YEAR 2022

ONLY)

REG.NO. :

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-branding c) Line extension d) Multi branding
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**