

(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2023 ONLY)

(NO. OF PAGES: 2)

23UBM616

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : April- 2026

B.B.A
SEMESTER: VI

MAXIMUM MARKS: 75
TIME : 3 HOURS

PART - III
ADVERTISING AND SALES PROMOTION

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

- Advertising on television primarily gives information to whom_____.
a) Consumers b) Wholesalers c) Middlemen d) Retailers
- It is an independent organization set up to render specialized services in advertising in particular and in marketing in general_____.
a) Social media b) Media department c) Production department d) Advertising agency
- The final layout of an advertisement makes the actual difference in the impact on_____.
a) Competitor b) People c) Sales personnel d) Celebrities
- Sales promotion is particularly effective in triggering _____ trials and unplanned impulse purchases.
a) Product b) Pre-purchase c) Purchase d) None of these
- Manufacturers direct most of their sales promotional dollars toward which of the following groups?
a) Consumers b) Retailers and wholesalers c) Lobbyists d) Publics such as shareholders

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

- Relate the objectives of advertising.
- What is advertisement budget?
- Define advertisement layout.
- Interpret the methods of training
- Explain the sales promotion.

SECTION – B (5 X 5 = 25 MARKS)

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

- 11.a) Discover the importance of advertising.
(OR)
b) Identify the merits and demerits of direct mail advertising.
- 12.a) Show the various objectives of advertising copy.
(OR)
b) Write short notes on advertising Budget .

(CONTD.....2)

- 13.a) Explain the process of advertising layout.
(OR)
b) Relate the various functions of advertisement layout
- 14.a) Discover the importance of sale force decision .
(OR)
b) Write the process of recruiting salesmen.
- 15.a) Show the types of salesmen.
(OR)
b) Discuss the objectives of sales promotion.

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

16. a) Discuss the principles which govern the choice of a newspaper to advertising a commodity.
(OR)
b) Analyse the media of “ Press Advertising “
17. a) Classify different types of advertising copy
(OR)
b) Explain the elements of copy writing
18. a) Analyse the steps involved in preparation of advertisement copy layout
(OR)
b) Summarize the steps in campaign planning.
- 19.a) Explain the procedure for the selection of right type of salesman.
(OR)
b) Assess the different methods of compensation of sale people.
20. a) Summarize the process of personal selling.
(OR)
b) Evaluate the different types of sales promotion.

ETHICAL PAPER