

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE

23 UEC 5E1

DURING THE ACADEMIC YEAR 2023-24 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

B.Com.-E.COMMERCE

MAXIMUM MARKS: 75

V SEMESTER

TIME : 3 HOURS

PART – III

ADVERTISING AND SALES PROMOTION

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. The main objective of advertising is to -----
 - a) Increase production
 - b) Improve employee morale
 - c) Promote sales
 - d) Reduce cost
2. An advertisement agency receives remuneration in the form of -----
 - a) Wages
 - b) Commission
 - c) Salary
 - d) Dividend
3. Which media has both audio and visual impact?
 - a) Newspaper
 - b) Radio
 - c) Television
 - d) Magazine
4. ----- is a consumer-oriented sales promotion technique.
 - a) Dealer contests
 - b) Free samples
 - c) Trade allowances
 - d) Retail display
5. ----- refers to the frequency and timing of advertisements.
 - a) Media layout
 - b) Media schedule
 - c) Copywriting
 - d) Creative appeal

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define advertisement.
7. What is media planning?
8. Mention any two types of advertisement layouts.
9. What do you mean by trade-oriented promotion?
10. List any two benefits of integrated promotion.

SECTION – B

(5 X 5 = 25 MARKS)

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

(K3)

11. a) Summarize the social implications of advertisement.

(OR)

- b) Explain the economic and legal implications of advertising.

(CONTD 2)

12. a) Describe the factors influencing media selection.

(OR)

- b) Classify the media scheduling.

13. a) Write the significance of media research in advertising.

(OR)

- b) Describe the process of designing, executing web and print advertisements.

14. a) Bring out the objectives of sales promotion.

(OR)

- b) Explain any five consumer-oriented sales promotion techniques.

15. a) Elucidate the steps in designing a sales promotion campaign.

(OR)

- b) Explain the significance of integrated promotion strategies.

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 steps involved in setting advertisement objectives.

(OR)

- b) Draft an advertisement campaign for any five sports accessories.

17. a) Elaborate on media planning and its components.

(OR)

- b) Identify the relationship between cost of advertisement and sales.

18. a) Examine the process of designing and executing web and print advertisements.

(OR)

- b) Discuss the importance of media research in evaluating an effectiveness.

19. a) Determine the role and scope of sales promotion in modern marketing.

(OR)

- b) Discuss the significance and components of promotion mix.

20. a) Discover the steps involved in launching an online sales promotion.

(OR)

- b) Scrutinize the coordination among various promotional techniques in integrated promotion strategy.