

D 11586

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Name.....

Reg. No.....

**THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

M.Com.

MCM 3E (M) 01—ADVERTISING AND SALES MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

*Answer any **four** questions.
Each question carries 2 weightage.*

1. What do you mean by advertising ?
2. What is sales promotion ?
3. What is social advertising ?
4. Write a short note on review meeting.
5. What is Delphi method ?
6. What is media mix decision ?
7. Write a short note on salesmanship.

(4 × 2 = 8 weightage)

Part B

*Answer any **four** questions.
Each question carries 3 weightage.*

8. Discuss the role of advertising in an economy.
9. What are the important pre-testing methods of evaluation advertisement effectiveness ?

Turn over

10. Examine the important functions of advertising.
11. Explain any three among the following terms :
 - a) Retail advertising.
 - b) Service advertising.
 - c) Professional advertising.
 - d) Direct action advertising.
12. Write about testing of an advertisement. Examine the different post testing methods to test the effectiveness of advertising.
13. Discuss the basic elements of sales management.
14. What are the important principles of design and layout of an advertisement copy ?

(4 × 3 = 12 weightage)

Part C

*Answer any two questions.
Each question carries 5 weightage.*

15. Examine the important participants in advertising.
16. What is an advertisement copy ? Discuss the important features of advertisement copy.
17. Write down the activities comprising creative design task process of an advertisement copy.
18. What do you know about advertisement budget ? What are the important methods of framing the advertisement budget ?

(2 × 5 = 10 weightage)