

**E 1681**

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Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2016**

**Sixth Semester**

Choice based Core Course—ADVERTISING AND SALESMANSHIP

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. Define advertising budget.
2. What is product placement ?
3. What is copy writing ?
4. Define ad layout.
5. What is direct marketing ?
6. What is wholesale market ?
7. What do you mean by caption ?
8. What is an ad agency ?
- ✓ 9. What is reminder advertising ?
10. What are in-house agencies ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is retailing ?
12. What is group dynamics in salesman training ?
13. Bring out the vocational qualities that a salesman should possess.
14. Explain how product knowledge is important for a salesman.
15. What is moving object advertisement ?
16. What are advetorials ?
17. What is typography ?
18. What is an illustration ?
19. What is above the line advertising ?

**Turn over**

20. What is puffery in advertising ?
21. What is media selection ?
22. What are symbols in advertising ?

(8 × 2 = 16)

### Part C

*Answer any six questions.  
Each question carries 4 marks.*

23. Bring out the different types of ad layouts.
24. Discuss the knowledge that a salesman should possess.
25. What is the role of a wholesaler in selling ?
26. Describe the objectives of advertising.
27. Explain the benefits of direct marketing.
28. Bring out the types of brand integration.
29. Explain the ethical issues in advertising with examples.
30. Discuss the role of print media in advertising.
31. Why is typography important ?

(6 × 4 = 24)

### Part D

*Answer any two questions.  
Each question carries 15 marks.*

32. Write down the methods of training salesmen.
33. Bring out the qualities required by a salesman.
34. Describe the functions of advertising.
35. Explain the techniques of advertisement budget preparation.

(2 × 15 = 30)