

E 1279

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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2018

Sixth Semester

Choice Based Core Course—ADVERTISING AND SALESMANSHIP

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

Define :

- ✓ 1. Reminder advertising.
2. Brand integration.
3. Full service agencies.
4. Market share.
5. Billboard.
- ✓ 6. Slogans.
7. Ad layout.
8. B₂B sales.
9. Pre-approach in selling.
10. Strategic prospecting.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by qualifying customers.
12. Why is it necessary to motivate the salesman ?
13. What is creative salesmanship ?
14. What is prospecting ?
15. What is advertising theme ?

Turn over

16. What do you understand by caption in advertising ?
17. How do competition and clutter affect the advertisement budget ?
18. What are online advertisements ?
19. Why is television advertising expensive ?
20. What is directional advertising ?
21. What is event sponsorship.
22. How advertisement supports salesmanship ?

(8 × 2 = 16)

Part C

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

23. Explain the objectives of advertisement with examples.
24. Discuss the elements of advertising.
25. Can advertising be ethical ? Critically evaluate.
26. Explain the characteristics of ad copy.
27. What do you mean by layout in advertising ? What are the different types of layouts ?
28. How lithography helps in advertising in modern era ? Explain with examples.
29. Explain the different types of salesman.
30. Discuss the methods of motivating salesperson.
31. Write down the functions of ad agencies.

(6 × 4 = 24)

Part D

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

32. Explain the methods of preparing advertisement budget.
33. Describe the methods of training salesman.
34. Why proof reading is important in advertising.
35. What is typography ? Can it be used in print ads only ? Justify with examples.

(2 × 15 = 30)