

E 5150

(Pages : 4)

Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, JULY 2018**

**Sixth Semester**

**Choice Based Core Course—ADVERTISING AND SALESMANSHIP**

**(Prior to 2013 Admissions)**

Time : Three Hours

Maximum Weight : 25

**Part A**

*Answer all questions from this part.*

*Each Bunch of four questions carries a weight of 1.*

- I. 1 Another name for a company's marketing communications mix is :
- (a) The advertising program. (b) The sales force.  
(c) The image mix. (d) The promotion mix.
- 2 Which tool of the promotional mix is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor ?
- (a) Advertising. (b) Public relations.  
(c) Direct marketing. (d) Sales promotion.
- 3 The ——— is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing tools that the company uses to pursue its advertising and marketing objectives :
- (a) Value mix.  
(b) Integrated dealer mix.  
(c) Marketing communications mix.  
(d) Marketing control mix.
- 4 Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service ?
- (a) Advertising. (b) Public relations.  
(c) Direct marketing. (d) Sales promotion.
- II. 5 If a company wants to build a good "corporate image," it will probably use which of the following marketing communications mix tools ?
- (a) Advertising. (b) Public relations.  
(c) Direct marketing. (d) Sales promotion.

Turn over

6 ——— is direct communications with carefully targeted individual consumers to obtain an immediate response.

- (a) Personal selling.
- (b) Public relations.
- (c) Direct marketing.
- (d) Sales promotion.

7 There is an increasing amount of commerce being done via the Internet. With respect to the promotional mix, which of the following categories would be most directly concerned with Internet commerce ?

- (a) Advertising.
- (b) Public relations.
- (c) Direct marketing.
- (d) Sales promotion.

8 The personal presentation by the firm's sales force for the purpose of making sales and building customer relationships is called :

- (a) Personal selling.
- (b) Public relations,
- (c) Direct marketing.
- (d) Sales promotion.

III. 9 Which of the following major promotional tools use press relations, product publicity, corporate communications, lobbying, and public service to communicate information ?

- (a) Advertising.
- (b) Public relations.
- (c) Direct marketing.
- (d) Sales promotion.

10 Which of the following major promotional tools use the telephone, mail, fax, e-mail, and the Internet to communicate directly with specific consumers ?

- (a) Advertising.
- (b) Public relations.
- (c) Direct marketing.
- (d) Sales promotion.

11 Although the promotion mix is the company's primary communication activity, the must be coordinated for greatest communication impact.

- (a) Organizational culture.
- (b) Entire marketing mix.
- (c) Demand mix.
- (d) Profit variables in a company.

12 Two major factors are changing the face of today's communications. One of these factors is the fact that :

- (a) Costs of promotion are rising.
- (b) Mass markets are fragmented and marketers are shifting away from mass marketing.
- (c) Global communications are not growing rapidly enough.
- (d) Marcom managers have achieved more power and control.

- IV. 13 The shift from ——— has had a dramatic impact on marketing communications.
- (a) Brand management to value management.
  - (b) Media manipulation to media control.
  - (c) Mass marketing to segmented marketing.
  - (d) Mass marketing to global marketing.
- 14 ——— fragmentation has resulted in media fragmentation.
- (a) Market.
  - (b) Purchasing.
  - (c) Product.
  - (d) Public relations.
- 15 For many years mass-media advertising was king among promotion variables. Today, this form of advertising appears to be giving way to :
- (a) Product differentiation.
  - (b) Other elements of the promotion mix.
  - (c) Non-manipulative variables.
  - (d) A move away from promotion.
- 16 Current trends in communications and promotions indicate that companies are doing less :
- (a) Marketing and more promotion.
  - (b) Broadcasting and more narrow casting.
  - (c) Selling and more advertising.
  - (d) Communication and more manipulation.

(4 × 1 = 4)

**Part B**

*Answer any five questions.  
Each question carries a weight of 1.*

Write short notes on :

- 17 Copy writing.
- 18 Typography.
- 19 Direct Marketing.
- 20 Advertisement lay out.
- 21 Physical distribution.
- 22 Brand Equity.

Turn over

- 23 e-Advertising.
- 24 Outdoor arts.

(5 × 1 = 5)

### Part C

*Answer any four questions.  
Each question carries a weight of 2.*

- 25 Mention factors affecting selection of media
- 26 What are the important qualities required in salesmanship ?
- 27 What are steps in selling ?
- 28 State types of advertising agencies.
- 29 What do you mean by advertisement Budget ?
- 30 Distinguish between advertising and sales promotion.

(4 × 2 = 8)

### Part D

*Answer any two questions.  
Each question carries a weight of 4.*

- 31 Define advertisement. Explain various types of advertisements related to their utility value.
- 32 Explain the meaning and relevance of ethics in advertisement.
- 33 Explain the knowledge skill and qualities required for a successful salesman.

(2 × 4 = 8)