

E 1817

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015

Sixth Semester

Choice Based Core Course—ADVERTISING AND SALESMANSHIP

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

Each bunch of four questions carries a weight of 1.

- I. 1 Advertising is a _____ form of non-personal communication.
2 Advertising message is called _____.
3 USP means _____.
4 The total audience that an advertising medium covers is called _____.
- II. 5 The test aimed at measuring the extent of recall of an advertisement is known as _____.
6 Which advertising media would you use when product demonstration is to be given ?
_____.
7 Set of moral principles and values with regard to marketing process is termed as _____.
8 Split-run test is one of the _____ method used to measure the effectiveness of advertising.
- III. 9 Indoor salesman is also termed as _____.
10 Sound health is a _____ quality of a salesman.
11 Recruitment of salesman is _____ process.
12 _____ is the foremost step in personal selling.
- IV. 13 _____ refers to channels of communication for carrying the advertiser's message to the target audience.
14 The number of times a member of the target audience is exposed to a message within a given time period is known as _____.
15 AIDA means _____.
16 A salesman helps the consumers to match their needs with the _____.

(4 × 1 = 4)

Turn over

Part B (Short Answer)

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

Write notes on :

- | | |
|------------------------------|-------------------------------|
| 17 Media Planning. | 18 Evaluation of Advertising. |
| 19 Association Test. | 20 Advertisement Copy. |
| 21 Co-operative Advertising. | 22 Ethics in advertising. |
| 23 Creative Salesmen. | 24 Sales-force Motivation. |

(5 × 1 = 5)

Part C (Short Essays)

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

- 25 Explain the different types of direct advertising.
- 26 Discuss the different criticisms levelled against modern advertising.
- 27 What is advertising agency ? What are its functions ?
- 28 What is meant by advertising layout ? What are the essentials of a good advertising layout ?
- 29 What is advertising budget ? What are the factors to be considered while setting advertising budget ?
- 30 What are the essentials of a good remuneration scheme for salesmen ?

(4 × 2 = 8)

Part D (Long Essays)

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

- 31 Explain the different methods of training salesmen.
- 32 Explain the meaning, importance and functions of advertising.
- 33 Explain the term personal selling and discuss the steps involved in the process of personal selling.

(2 × 4 = 8)