

**E 5996**

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Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**

**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.*

1. What is information function of advertising ?
2. What is advetorial ?
3. What is ad copy ?
4. What si typography ?
5. What is retailing ?
6. What is ad slogan ?
7. What is direct marketing ?
8. What do you mean by theatre ads ?
9. What is brand switch ?
10. What are creative boutiques ?

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is prospecting in selling ?
12. What do you mean by sales promotion ?
13. What is the round table method in sales training ?
14. What are the social qualities of a salesman ?
15. What is proof reading ?
16. What are jingles in advertising ?
17. What do you mean by balance in a layout ?
18. What is percentage of sales method in ad budget ?

**Turn over**

19. What are the economic functions of advertising ?
20. What do you mean by advertising planning ?
21. What are ad slogans?
22. What is advertising appeal ?

(8 × 2 = 16)

### Part C

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

23. Discuss ethics in advertisement with suitable examples.
24. Bring out the types of ad agencies.
25. What are the functions of retailer ?
26. Describe the types of incentives given to salesmen.
27. Discuss the importance of salesman in a business.
28. What is brand integration ? What are its types ?
29. Why is digital advertising so important today ?
30. Discuss the elements of typography in an ad layout.
31. Bring out the importance of training salesmen.

(6 × 4 = 24)

### Part D

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

32. Describe the types of advertising.
33. Explain the methods of preparing advertising budget.
34. Discuss the steps in selling.
35. What are the methods to motivate salesmen ?

(2 × 15 = 30)