

(6 pages)

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B.B.A. DEGREE EXAMINATION, APRIL 2011.

Sixth Semester

Business Administration — Main

ADVERTISING AND SALES PROMOTION

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer.

1. Television advertising is

- (a) very cheap
- (b) costly
- (c) moderately priced
- (d) none of the above

2. Selling is used by a company to

- (a) increase revenue
- (b) increase costs
- (c) decrease revenue
- (d) decrease costs

3. The _____ converts the goals of the client into creative work is carried by the media so as to reach the target audience.

- (a) customers
- (b) salesman
- (c) advertising agency
- (d) account management

4. AIDA stands for

- (a) Allocation, Interest, Dependency, Aids
- (b) Attention, Interest, Desire, Action
- (c) Always, Inspire, Depth, Application
- (d) None of the above

5. Production of a TV serials contains

- (a) shooting and screening
- (b) shooting and editing
- (c) sleeping and wondering
- (d) none of the above

6. Sales promotion targeted at the consumer level are called

- (a) dealer level sales promotion
- (b) consumer level sales promotion
- (c) trade sales promotion
- (d) all the above

7. A motive is a _____.

- (a) drive (b) urge
- (c) both (a) and (b) (d) none of the above

8. Maslow's hierarchy of needs contains

- (a) 4 needs (b) 3 needs
- (c) 5 needs (d) 6 needs

9. Pull strategies are

- (a) consumer promotion
- (b) skimming pricing
- (c) buying motive
- (d) all the above

10. Mass communication media include

- (a) Radio (b) Television
- (c) News paper (d) All the above

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

11. (a) What are the elements of copywriting?

Or

(b) What is Body copy? Explain.

12. (a) How will you design a layout?

Or

(b) What is Educational value? Explain.

13. (a) What are the different types of buying motives? Explain.

Or

(b) What are Incentives? Discuss the various financial incentives with examples.

14. (a) What is customer psychology? Explain.

Or

(b) What is sales territory? Explain with examples.

15. (a) What is direct mail advertising?

Or

(b) What is a Trade Fair? What are the merits of Trade Fair?

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

16. (a) Comment on transportation advertising, exhibition and trade fairs.

Or

- (b) Explain the role of press media in the world of advertising.

17. (a) What are the social effects of advertising?

Or

- (b) Write down the essentials of an advertising copy.

18. (a) Comment on paper, cloth and banner advertisement and their advantages.

Or

- (b) Explain the advantages of an advertising campaign.

19. (a) Comment on sales territory and sales quota's role in marketing products.

Or

- (b) What are the qualities required for effective salesmanship?

20. (a) Explain various compensation and incentives offered for effective sales promotion.

Or

- (b) What are the different classification of customers?
