Time : Three hours　　　　　　Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define Promotion.

2. Why advertising is so important?

3. What is meant by advertising goal?

4. Give the meaning of selective advertising

5. Define — Deception.

6. What is retail advertising budget?

7. What do you understand by Knapp's relational development model?

8. Define Educational Copy.

9. What is outdoor media?

10. Define the term interior display.

11. Give the meaning of salesmanship.

12. Define OTC selling.

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PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. What are the basic elements of Promotion mix?

14. State the characteristics of Advertising.

15. Differentiate advertising form sales promotion.

16. Write a note on media strategy.

17. Mention the merits of Direct mail advertising.

18. List out the various advantages of salesmanship to the producers.

19. Describe the objectives of media research.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions, each in 500 words.

20. Elaborate the different steps involved in developing effective communication.

21. When advertising is considered a waste? Explain its causes.

22. State and explain the specific objectives of advertising.

23. Discuss about the evaluation of broadcast media strategy.

24. Briefly explain the functions of the various types of salesmen.

25. Enumerate the various managerial decisions for public relations.

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