

APRIL 2019

65174/KDACD

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions, in 50 words each.

1. What are marketing communication?
2. Define public relations.
3. Explain the term DAGMAR.
4. How do you identify a target market.
5. Give any two examples for outdoor advertising.
6. Why do you need media mix.
7. What do you know about salesmanship.
8. Who is an effective salesman.
9. Mention any two limitations of personal selling.
10. Who is a counter salesman?
11. Mention the purpose of pre-testing.
12. What do you mean by competitive salesmanship?

II M.Com - Advertising and Salesmanship

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions, in 200 words each.

13. Point out the ethical aspects of advertising.
14. State the objectives of advertising.
15. Critically evaluate in-store media of advertising.
16. What are the limitations of internet advertising.
17. Discuss the merits of personal selling.
18. Give a brief note on AIDAS model.
19. Bring out the benefits of salesmanship.
23. Trace out the role of salesmanship in marketing.
24. Make a comparison between personal selling and public relations.
25. How do you classify salesman?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions, in 500 words each.

20. Explain the role of integrated marketing communication in marketing process.
21. What do you know about advertisement budget.
22. Specify the merits and demerits of print media advertising.