

APRIL 2020

65174/KDACD

Time : 1 ½ hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions

1. What is Advertising?
2. Give the meaning of Integrated Marketing Communication.
3. What is Advertisement Budget?
4. Mention the goal of media planning.
5. What do you mean by in-store media?
6. What is internet media advertising?
7. Give any one advantage of direct selling.
8. Define Salesmanship.
9. What is the major aim of Public Relations?
10. Give any two qualities of a good salesman.
11. What is P.O.P advertising?
12. What is creative Salesmanship?

PART B — (3 × 10 = 30 marks)

Answer any THREE questions

13. Bring out the economic benefits of advertising.
14. How do you decide the channel of advertising?
15. Draw a short note on Media Mix.
16. How does salesmanship helps in marketing goods and services?
17. List out the benefits of Public Relations.
18. Point out the limitations of radio media advertising.
19. Give your suggestions to improve advertising ethics.

PART C — (2 × 15 = 30 marks)

Answer any TWO questions

20. What are the merits and demerits of advertising?
21. Explain DAGMAR approach of advertisement.
22. Write a detailed note on broadcast media advertising.

23. Do you think that internet is an effective advertising media? Give your views.
 24. Mention the role of personal selling in integrated marketing communication.
 25. What are the types of salesmanship? Explain.
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