

APRIL 2017

65174/KDACD

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define advertising.
2. Define communication.
3. What do you mean by print media?
4. What is 'internet'?
5. What is public relation?
6. What is direct selling?
7. What is home media?
8. What is In-store media?
9. Define budgeting.
10. What do you mean by message?
11. Define ethics.
12. Define salesmanship.

1] M-Com - Advertising and Salesmanship

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. Discuss about the evaluation of marketing strategy.
14. Explain the process of communication.
15. Write about the evaluation of broadcast media.
16. Explain the role of salesmanship in direct selling.
17. Explain the role of personal selling in integrated marketing communication.
18. Write the components of marketing communication.
19. What are the objectives of relationship in the modern marketing?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Describe about the evaluation of economical aspects of advertising.
21. Describe about the identification of target markets.
22. Discuss the role of different media strategy.

23. Discuss the role of internet in marketing.

24. What are the contribution of personal selling with other media?

25. Write about DAGMAR approach.