

NOVEMBER 2017

72223/MAM5A

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define the term advertising.
2. What are the five M's of an advertising programme?
3. What is an advertising budget?
4. Define the term market segmentation.
5. Mention the different types of advertisement copy.
6. What is indoor media?
7. What do you mean by advertising agency?
8. What is sales Quota?
9. Define sales promotion.
10. List out the various sales promotion tools.
11. What is the significance of consumer satisfaction.
12. What is sales force control?

III BBA - Advertising Management and Sales Promotion.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. What are the general objectives of advertising?
14. What are the important points considered by you while choosing an advertising agency.
15. Name a few "out door media" for advertising and describe them.
16. What are the essential features of a good copy of an advertisement?
17. What are the methods adopted in controlling the salesman?
18. State the functions of personal selling.
19. How will you evaluate sales force?
22. Give four approaches to determine advertisement budget in the organisation.
23. The best feature of salesmanship in its intrusiveness-elucidate.
24. Give an account of steps in selling.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the major ethical issues involved in advertising. Give example.
21. What criteria are used in selecting the media?