

APRIL 2023

65174/KDACD

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What do you mean by Information Advertising?
2. Define – Advertising Budget.
3. What do you mean by public relations?
4. Define – Target markets.
5. Write a short note on Mass media.
6. What is media planning?
7. Define – Direct Selling.
8. What do you mean by Shopping Goods?
9. What is Personal Selling?
10. What do you mean by Promotion mix ingredients?
11. What is Advertising Agency?
12. List the disadvantages of Personal Selling.

II Mcom → Advertising & Salesmanship

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Bring out the significance of integrated marketing communication.
14. How to identify the target markets?
15. What do you mean by media concentration strategy?
16. State the advantages of direct selling.
17. Explain the features of personal selling.
18. What are the difference between advertising and salesmanship?
19. List out the methods of advertising budget.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Explain the advantages of advertising.
21. What is Salesmanship? State its importance.
22. Discuss about paid media strategy.
23. What are the techniques of direct selling?

24. Explain the role of personal selling.

25. State the tips to plan a media strategy.

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