

Total No. of Printed Pages—8

6 SEM TDC A & SP 2 (Sp) N/O

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(May)

COMMERCE

(Speciality)

Course : 602

(Advertising and Sales Promotion)

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

1. Write True or False : 1×6=6

- (a) Advertising is an integral part of our economic and social life.
- (b) Institutional advertising is aimed to sell a specific product.
- (c) An advertising media is a means of delivering a definite message to the concerned person.

- (d) Advertising copy has no sentimental value.
- (e) Emotional appeal may be positive or negative.
- (f) The first advertising agency was started by Charles Lamb.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Legal and ethical aspects of advertisement
- (b) Advertising communication system
- (c) Copywriting of advertisement
- (d) Advertisement message
- (e) Outdoor media
- (f) Development of advertising programme

3. (a) Develop segmentation strategies and selection of an advertising media for the following marketing institutions : 5×2=10

- (i) Large retail store
- (ii) Manufacturers of electronic calculators

Or

(b) "Money spent on advertising is wasteful." Do you agree? Give reasons. 10

4. (a) Define the term 'advertisement'. Explain the different types of advertisement.

2+10=12

Or

(b) Discuss the benefits of advertisement to different groups in the modern economic world. 12

5. (a) Explain the different steps involved in advertising planning and decision making. 12

Or

(b) Mention the different types of advertising media and discuss the advantages and disadvantages of any one of them. 2+5+5=12

6. (a) What is meant by advertisement copy? Explain the different classifications of copy in brief. 2+10=12

Or

(b) What do you mean by advertising appeal? Give a detailed note on message. 6+6=12

- 7. (a)** Explain the different roles and functions of an advertising agency. 12

Or

- (b)** Discuss the functions of the Advertising Department of a large manufacturing enterprise. 12

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(Old Course)

Full Marks : 80
Pass Marks : 32

1. Answer the following as directed : $1 \times 8 = 8$

(a) Advertising is a personal paid message of mass communication.

(Write True or False)

(b) Advertising supplements selling activities.

(Write True or False)

(c) Commercial advertising is aimed to develop the image of the producer.

(Write True or False)

(d) Newspaper advertising is a waste where masses are illiterate.

(Write True or False)

(e) The advertising copy should arouse

(i) customers' interest

(ii) advertisers' interest

(Choose the correct option)

(f) The first advertising agency came into existence in the year

(i) 1841

(ii) 1800

(Choose the correct option)

(g) Buying allowance is offered to

(i) customers

(ii) dealers

(Choose the correct option)

(h) 'Smoking is injurious to health' is a

(i) negative appeal

(ii) positive appeal

(Choose the correct option)

2. Write short notes on any *four* of the following : 4×4=16

(a) Push and pull advertising

(b) Ethics and truth in advertising

(c) Exhibition and demonstration

(d) Persuasive advertising

(e) Layout of advertising

3. (a) What do you mean by marketing communication? Describe the process of communication in marketing. $3+8=11$

Or

- (b) Explain the different steps involved in development of advertising programme for marketing of a product. 11

4. (a) "Advertising plays very significant role in the economic development of a country." Do you agree? Give reasons and enlist various benefits of advertising. 11

Or

- (b) Discuss the common objections against modern advertisements. Give suggestions to improve it. 11

5. (a) What is advertisement appeal? Describe about the different classifications of advertising appeals. $2+9=11$

Or

- (b) Give the meaning of advertising media. What factors would you keep in mind while selecting the media of advertising? $2+9=11$

6. (a) What is meant by an advertising agency? Explain the different roles played by an advertising agency. 2+9=11

Or

(b) Describe the relationship between an advertising agency and the client. 11

7. (a) What is sales promotion? Explain the nature and functions of sales promotion. 2+10=12

Or

(b) Explain the various methods of consumer sales promotion adopted by the marketers. 12

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