

QP Code:U24A069

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20
I SEMESTER B.A./B.Sc./B.Com/BSW (FYUGP) DEGREE EXAMINATION,
November 2024

COM1MN108 : ADVERTISEMENT AND SALES PROMOTION
2024 Admission Onwards
(Credits: 4)

Time:2 Hours

Maximum Marks:70

Section A

[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)

1. Translate the term comparative advertising. [BTL2]
2. Explain social media advertising. [BTL2]
3. Assess the ethical aspects of advertising. [BTL3]
4. Select any four types of sales promotion activities. [BTL3]
5. Explain the concept of media research. [BTL2]
6. Examine the meaning of film advertising. [BTL3]
7. Develop the term POS Display. [BTL3]
8. Name the 5 M's of Advertising. [BTL1]
9. What is sales promotion ? [BTL1]
10. Classify the various elements of promotion mix. [BTL3]

Section B

[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)

11. Identify the methods for determining advertising budget allocation. [BTL3]
12. Develop the strategies for creating effective advertising copy. [BTL3]
13. Examine the relationship between Society and Advertising. [BTL4]
14. What are the goals and tasks of promotion mix? [BTL1]
15. Examine the role of ASCI in regulating advertising content. [BTL5]
16. Explain the importance of advertising in marketing. [BTL2]
17. Explain the key areas of evaluation of an advertising campaign. [BTL2]
18. Categorize the elements of advertising message. [BTL4]

Section C

[Answer any one. Each question carries 10 Marks] (1x10=10Marks)

19. Evaluate digital advertisement and its importance in modern business. [BTL5]
20. Examine the DAGMAR Approach in advertising. [BTL4]