QP Code: U25DRIS049

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER (FYUGP) DEGREE EXAMINATIONS, NOVEMBER 2025
(Regular/Improvement/Supplementary)
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. Explain the term pre-testing in measuring advertising effectiveness.
2. List out the factors effecting advertising budget.
3. Extend the term 'out of home advertising'.
4. Define Advertising medium.
5. State Advertising Copy.
6. Examine the benefits of using rebate cards and digital wallet offers.
7. Examine the statement "Define advertising goals for a measured advertising result".
8. Identify the term influencer marketing.
9. Select the benefits of sales promotion activities.
10. Analyze the concurrent testing in advertising effectiveness.

Section B

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

11. Summarize the different types of advertising appeals.
12. Illustrate sales promotion through consumer promotion with examples.
13. Examine the functions of ASCI.
14. Evaluate the merits of Television media.
15. Analyze the strategies for effective use of sales promotion tools to drive tools.
16. Analyse different types of advertising copy with example.

Turn Over

17. Explain the different types of advertising with examples.
18. How does misleading advertisement effect consumers?

Section C

Answer ***any one***. ***(1x10=10marks)***

19. Analyse the scope of advertising in today's business environment. How the role of advertising evolved over time?
20. Explain the key objectives and benefits of sales promotion activities. How do these activities contribute to achieve marketing and sales goals?

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