MCOSC-2.1B/D

Sl.No. :

Total No. of Pages : 2

Second Semester M.Com. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
COMMERCE (Course - IV)
(Soft Core) B/D : Advertising and Sales Promotion

Time : 3 Hours **Max. Marks : 80**

Instruction : Answer all the Parts

PART - A

Answer any FOUR Questions. Each question carries 5 Marks. [4 × 5 = 20]

Q1) Define advertising and mention its two main objectives.

Q2) What are the essentials of a good advertising copy?

Q3) Explain the meaning of brand positioning.

Q4) What is the role of coupons in sales promotion?

Q5) List any four ethical issues in advertising.

Q6) Mention the characteristics of sales management.

PART - B

Answer any Three questions. Each question carries 10 Marks. [3 × 10 = 30]

Q7) Discuss the advantages of advertising in the marketing mix.

Q8) Explain the steps involved in conducting marketing research.

Q9) Describe the Foote, Cone, and Belding (FCB) model with suitable examples.

Q10) Explain the characteristics and objectives of TV commercials.

Q11) Discuss the objectives and importance of public relations in an organization.

PART - C

Answer any Two questions. Each question carries 15 Marks. [2 × 15 = 30]

Q12) Examine the role of advertising in society with suitable examples.

Q13) Explain in detail the process of developing an advertising plan and campaign.

Q14) Discuss the importance of media planning in India and the strategies for optimization.

Q15) Elaborate the major steps in sales force management and its significance.

