MCOSC-2.1B/D

Sl. No.

II Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

Advertising and Sales Promotion

(CBCS, SLM Semester Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Four questions. Each question carries Five marks. **(4×5=20)**

1. Bring out the role of advertising in the marketing mix.

2. What are the key differences between " Above - the - Line" (ATL) and " Below - the - Line (BTL) " advertising?

3. What are the significance of " Target Audience" in designing an advertising campaign?

4. Explain the concept of " Sales Promotion" .

5. What is " Integrated Marketing Communication" (IMC)?

6. What are the various types of " Sales Promotion Techniques" used to stimulate consumer purchases?

SECTION - B

Answer any Three questions. Each question carries Ten marks. **(3×10=30)**

7. Explain the critical steps involved in " Advertising Process". How do they contribute to a successful advertising campaign?

8. Discuss the role and impact of " Digital Advertising" in the modern marketing landscape.

9. Evaluate the importance of " Creative Strategy" in advertising. How does creativity influence the effectiveness of an advertisement?

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10. Explain the factors to be considered when developing a sales promotion plan for a new product launch.

11. Discuss the ethical issues in advertising. How can advertisers ensure that their campaigns adhere to ethical standards and avoid misleading practices?

SECTION - C

Answer any Two questions. Each question carries Fifteen marks. (2×15=30)

12. Critically assess the AIDA Model (Attention, Interest, Desire, Action) in the context of advertising. How does this model help in designing effective advertisements?

13. Explore the role of Advertising Media Planning. What are the key considerations in selecting media channels for an advertising campaign?

14. Examine the impact of Sales Promotions on consumer behavior. How do different types of sales promotions affect short-term and long-term purchasing decisions?

15. What were the key factors that contributed to the success of advertising campaign? How did the campaign align with the overall marketing strategy of the brand?

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