MCOSC-2.1B/D

Sl.No. :

Total No. of Pages : 2

II Semester M.Com. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
COMMERCE (Soft Core Stream)
Course - I B/D : Advertising and Sales Promotion

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

SECTION - A

Answer any four questions. Each question carries 5 marks. [4 × 5 = 20]

Q1) What are the objectives and functions of advertising?

Q2) What are the characteristics of an advertising media?

Q3) How do you measure the effectiveness of advertising?

Q4) Differentiate between consumer sales promotion and trade sales promotion.

Q5) Write a note on point of purchase.

Q6) Briefly explain the concept of ethics in sales promotion.

SECTION - B

Answer any three questions. Each question carries 10 marks. [3 × 10 = 30]

Q7) What are the steps involved in the process of advertising?

Q8) What is media planning? Explain the strategies for optimization of value from media planning.

Q9) Explain important promotion tolls in dealer sales promotion.

Q10) What are the ways of measuring the effectiveness of advertising? Explain.

Q11) Describe the process of sales force management with examples.

SECTION - C

Answer any two questions. Each question carries 15 marks : [2 × 15 = 30]

Q12) Bring out the significance of public relations in corporate image building. Explain with suitable example.

Q13) Explain objectives of media and various media strategies.

Q14) Describe the importance of advertising research in detail. With an example.

Q15) Discuss the market segmentation process for advertisement of FMCG products.

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