

24U151

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U COM1 MN108 - ADVERTISEMENT AND SALES PROMOTION

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Explain how advertising helps in building brand image. [Level:2] [CO1]
2. Explain the objective-and-task method for setting an advertising budget. [Level:2] [CO1]
3. Given the trends in influencer marketing, how might a new fashion brand utilize micro-influencers to promote its products effectively? [Level:1] [CO2]
4. Why is social media considered an important digital advertising medium today? [Level:1] [CO2]
5. Describe how laboratory and field tests are used to assess the effectiveness of advertisements. [Level:2] [CO3]
6. Which regulations govern advertising ethics in India, and how do they impact advertising strategies? [Level:1] [CO3]
7. How do greater social media engagement strategies contribute to increased brand loyalty and word-of-mouth marketing? [Level:1] [CO4]
8. Why might a company prefer organizing sales meetings or conventions over offering price-offs? [Level:1] [CO4]
9. What is the significance of a Call-to-Action (CTA) in an advertising message? [Level:1] [CO2]
10. Distinguish between personal appeal and social appeal in advertising. [Level:4] [CO2]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Analyze the impact of sales promotion on consumer behavior in a competitive market. How can sales promotion tactics affect customer perception of a brand's value in the long term? [Level:4] [CO4]

12. What challenges might arise from using price-offs extensively, and how can they be managed? [Level:1] [CO4]
13. If you were tasked with setting an advertising budget for a small business, how would you incorporate DAGMAR principles into your budgeting process? [Level:1] [CO1]
14. Why is advertising considered a key component of marketing communication? [Level:1] [CO1]
15. Analyze the implications of declining readership in print media for advertisers looking to reach a younger audience. What strategies might they employ to adapt? [Level:4] [CO2]
16. State the role and functions of ASCI. [Level:1] [CO3]
17. How do different quantitative pre-testing methods compare in terms of their effectiveness for specific types of advertising campaigns? [Level:4] [CO3]
18. How could sales promotions help a brand compete with other brands in a highly competitive market? [Level:1] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Categorize advertising under various heads. [Level:4] [CO1]
20. Analyze the key factors to be considered when selecting media for an advertising campaign. [Level:4] [CO2]

(1 × 10 = 10 Marks)
