

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

(Regular/Supplementary/Improvement)

**CC24UCOM1MN108 - ADVERTISEMENT AND SALES PROMOTION**

(Commerce - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A (Short answer questions)**Answer ***all*** questions. Each question carries 3 marks.

1. Provide three reasons why advertising is important for businesses. [Level:3] [CO1]
2. In developing an advertising budget, how would you apply the percentage of sales method? [Level:2] [CO1]
3. Provide three essential components of an advertising message and explain their roles. [Level:2] [CO2]
4. How would you use outdoor advertising to promote a local event in your community? [Level:3] [CO2]
5. How does ASCI contribute to maintaining ethical standards in advertising practices in India? [Level:2] [CO3]
6. Explain the purpose of pre-testing in advertising and how it helps brands avoid campaign failure. [Level:2] [CO3]
7. Describe the importance of sales promotion during the introductory stage of the product life cycle. [Level:2] [CO4]
8. Why is personalized service considered the best way to engage customers? [Level:2] [CO4]
9. Why is humor used as an advertising appeal, and what is its intended effect? [Level:2] [CO2]
10. Why is the target audience an important factor in selecting advertising media? [Level:2] [CO2]

**(Ceiling: 24 Marks)****Part B (Paragraph questions/Problem)**Answer ***all*** questions. Each question carries 6 marks.

11. Explain the importance of trade promotion strategies in driving sales for manufacturers. [Level:2] [CO4]

12. Analyze the effectiveness of using "cash refund offers" versus "coupons" for a new product launch. Which is likely to generate more immediate sales, and why? [Level:4] [CO4]

13. What factors determine whether a business should choose product advertising over institutional advertising in a given campaign? [Level:4] [CO1]

14. Describe the scope of advertising in the digital age. [Level:2] [CO1]

15. What role does personalization play in social media advertising, and why is it important for consumer engagement? [Level:2] [CO2]

16. How important is the evaluation of advertising effectiveness, and what challenges might arise in this process? [Level:2] [CO3]

17. State the role and functions of ASCI. [Level:2] [CO3]

18. How do sales promotions aim to influence consumer purchasing decisions? [Level:2] [CO4]

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

19. Assess the relationship between advertising budget allocation and the measurable goals set by DAGMAR. How does this approach help in optimizing the use of advertising resources? [Level:5] [CO1]

20. Analyze the advantages and disadvantages of using print media for advertising a new product. In what situations might print media still be effective? [Level:4] [CO2]

**(1 × 10 = 10 Marks)**

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