

MAY 2012

P/ID 37518/PBEB

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Describe the various elements of a copy in a print advertisement.
2. What should and should not be the symbolic tone of the advertising message?
3. Why do firms advertise?
4. Mention the functions of an advertising agency.
5. Describe sales promotion.
6. Discuss
 - (a) Sole selling agent
 - (b) Commission agent.
7. Distinguish between abuses of and abuses by advertising.
8. What approach should an advertiser take in respect to internet privacy?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. How does national advertising differ from international advertising?
10. Discuss the different types of media.
11. Discuss the functions of sales management.
12. Discuss the methods of compensation adopted in sales management.
13. Explain the social relevance of advertising.
14. What controls are exercised on internet advertising activity?

PART C — (15 marks)

Compulsory.

15. Nicholes ltd., is a American company, known for its designer wooden products like all home needs. The company has planned to open a dealer network in India through show rooms. To popularize its products, the company has decided to go for a selective advertisement campaign. Suggest a suitable media mix and reason for your selection.