

MAY 2013

**P/ID 77518/PMEB/
PMBM2**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is the aim of advertising?
2. What is message strategy?
3. Explain photo engraving.
4. Define buying motives?
5. List qualities of good salesman?
6. What is meant by communication?
7. What are the advantages of cash discounts?
8. What is media?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the economic relevance of advertisement?
10. Discuss the advantages and disadvantages of television advertisement.

11. Explain the consumer and dealer sales promotional tools?
12. What are the emerging media trends with reference to margarine boom and media marketing?
13. What are the ethical issues related to advertising?
14. Explain the concept of product life cycle (PLC) and the role of advertising at each stage of product life cycle?
15. Discuss the functions and activities of advertising agencies?
16. Discuss the schemes of motivation to motivate the sales team. How the motivators are decided by the sales organisation?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Develop an advertisement for a health drink company addressing the rural consumers using the direct market approaches. Emphasise more on the issues of relationship marketing.

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