

QP Code: D 112798		Total Pages:2	Name:
			Register No.
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024</b>			
(CUFYUGP)			
<b>COP1MN108/COM1MN108: Advertisement and Sales Promotion</b>			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
<b>Section A</b>			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	What is advertising?		
2	What is personal selling?		
3	What is institutional advertising?		
4	What do you mean by an adverting copy?		
5	What is point-of-purchase display?		
6	What is digital advertising?		
7	List out the objectives of sales promotion.		
8	What is marketing mix?		
9	What is social media advertising?		
10	What are trade promotion tools?.		
<b>Section B</b>			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	What are the components of an advertising message?		
12	Differentiate between advertising and sales promotion?		
13	What is DAGMAR approach in advertising?		
14	What are the limitations of advertising?		
15	Explain the various methods for determining the advertising budget allocation.		

16	Which are the different types of digital advertising media?
17	List out the strategies adopted for creating an effective advertising copy.
18	How we can measure the advertising effectiveness?
<b>Section C</b>	
<b>Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)</b>	
19	Explain the different strategies adopted for the effective utilization of various sales promotion tools.
20	What is advertising? Explain the objectives and importance of advertising.