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| QP Code:DI32928 | | Total Pages: 2 | Name: |
| | | | Register No. |
| FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025 | | | |
| (CUFYUGP) | | | |
| COP1MN108/COM1MN108 : ADVERTISEMENT AND SALES PROMOTION | | | |
| 2024 Admission onwards | | | |
| Maximum Time :2 Hours | | Maximum Marks :70 | |
| Answers should be written in english | | | |
| Section A | | | |
| All Questions can be answered. Each Question carries 3 marks | | | |
| 1 | Define advertising and mention any two of its objectives. | | |
| 2 | What is meant by comparative advertising? | | |
| 3 | State the term 'advertising budget'. | | |
| 4 | What are the components of an advertising message? | | |
| 5 | What is meant by media planning? | | |
| 6 | Write any three functions of Advertising Standards Council of India. | | |
| 7 | What do you mean by sales promotion? | | |
| 8 | What are coupons in sales promotion? | | |
| 9 | What do you mean by pre-testing in advertising? | | |
| 10 | What is meant by influencer marketing? | | |
| | | | (Ceiling : 24 Marks) |
| Section B | | | |
| All Questions can be answered. Each Question carries 6 marks | | | |
| 11 | What are the key steps involved in creating an effective advertising message? | | |
| 12 | Explain the DAGMAR approach used for setting advertising objectives. | | |
| 13 | Discuss the role of advertising in communication and sales effectiveness. | | |
| 14 | Describe the ethical issues commonly seen in advertising in India. | | |

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| 15 | Elaborate the nature and importance of advertising in marketing. |
| 16 | Explain the importance and benefits of sales promotion in the marketing mix. |
| 17 | Discuss the various consumer-oriented tools used in sales promotion. |
| 18 | Discuss the different types of advertising media and their advantages. (Ceiling : 36 Marks) |
| Section C | |
| Answer any ONE question, carries 10 marks | |
| 19 | Explain the different methods used for measuring advertising effectiveness with suitable examples. |
| 20 | Explain how social media and digital platforms are changing modern advertising. (1x10=10 Marks) |

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| FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025 | | | |
| (CUFYUGP) | | | |
| COM1MN108/COP1MN108 ADVERTISEMENT AND SALES PROMOTION | | | |
| 2024 Admission onwards | | | |
| Maximum Time :2 Hours | | Maximum Marks :70 | |
| Answers should be written in english | | | |
| Section A | | | |
| All Questions can be answered. Each Question carries 3 marks | | | |
| 1 | What is the meaning of institutional advertising? | | |
| 2 | Define DAGMAR and write its purpose in advertising. | | |
| 3 | What is meant by outdoor advertising? | | |
| 4 | Write any three limitations of television advertising. | | |
| 5 | What do you mean by post-testing in advertising? | | |
| 6 | What is trade promotion? | | |
| 7 | Mention any two ethical issues related to advertising. | | |
| 8 | What is meant by digital advertising? | | |
| 9 | What are point-of-purchase displays? | | |
| 10 | What is meant by advertising appeals? | | |
| | | | (Ceiling : 24 Marks) |
| Section B | | | |
| All Questions can be answered. Each Question carries 6 marks | | | |
| 11 | Describe the advantages and disadvantages of print media and online media. | | |
| 12 | Explain the objectives and importance of advertising in business. | | |
| 13 | Elaborate the main elements of an advertising message and their significance. | | |
| 14 | Explain the process of allocating an advertising budget. | | |

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| 15 | Discuss the functions and importance of ASCI. |
| 16 | Describe the new trends and innovations taking place in advertising media. |
| 17 | Discuss the role of advertising in creating brand image and awareness. |
| 18 | Discuss the tools and techniques used in trade promotion. (Ceiling : 36 Marks) |
| Section C | |
| Answer any ONE question, carries 10 marks | |
| 19 | What is sales promotion? Explain the different tools used for consumer and trade promotion. |
| 20 | Discuss the impact of advertising on communication and sales with examples. (1x10=10 Marks) |

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| QP Code: D 112798 | | Total Pages:2 | Name: |
| | | Register No. | |
| FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024 | | | |
| (CUFYUGP) | | | |
| COP1MN108/COM1MN108: Advertisement and Sales Promotion | | | |
| 2024 Admission onwards | | | |
| Maximum Time :2 Hours | | Maximum Marks :70 | |
| Section A | | | |
| 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?. | | |
| Section 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. | | |

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| 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? |
| Section C | |
| Answer any ONE .Each Question carries 10 marks (1x10=10 Marks) | |
| 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. |