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**SAINTGITS COLLEGE OF APPLIED SCIENCES**

Second Internal Assessment Examination, February 2019

**Department of Business Administration, Semester VI**

**ADVERTISING AND SALESMANSHIP**

Total : **80 marks** Time:3**Hours**

**Section A**

*Answer all questions. Each question carries 1 mark.*

1. What is the information function of advertising?
2. What is meant by Ad Copy?
3. Expand AIDAS
4. What is typography?
5. What is ad slogan?
6. Define Salesmanship.
7. What is Direct Marketing?
8. What is meant by Comparative advertising?
9. What is Advertorial?
10. What is meant by brand switch?

 **(10 X 1 = 10 marks)**

**Section B**

*Answer any 8 questions. Each question carries 2 marks.*

1. What are the limitations of slogan?
2. Who are closers?
3. What is proof reading?
4. Who is a creative salesman?
5. What is job rotation?
6. What are jingles in advertising?
7. How will you distinguish emotional and rational buying motives?
8. Which are the different departments in an Advertising Agency?
9. List out some of the self-regulation agencies in the advertising industry.
10. Explain in brief the features of salesmanship.
11. How you can motivate a salesman?
12. What is advertising appeal?

**(8 X 2 = 16 marks)**

**Section C**

*Short essay questions*

*Answer any 6 questions. Each question carries 4 marks.*

1. Explain the process of advertising.
2. Explain the elements of Advertisement Layout with an example.
3. Explain the process of copy writing.
4. Explain the PACT Principles.
5. What are the factors influencing advertising budget?
6. What are the different types of Ad agencies?
7. Explain the principles for effective salesmanship.
8. Explain the different methods of sales training.
9. Bring out the qualities of a good Ad copy.

**(6 X 4= 24 marks)**

**Section D**

*Long Essay questions*

*Answer any 2 questions. Each question carries15 marks****.***

1. Explain the methods of preparing advertising budget.
2. Describe the different types of Ad copy testing.
3. Explain the merits of advertising.
4. Explain the different types of compensation plan and discuss the merits and demerits of each.

**(2 X 15 = 30 marks)**



***Scan QR Code for Answer Scheme***