

**D 140025**

(Pages : 2)

Name.....

Reg. No.....

**SIXTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2026**

B.B.A.

BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(2020 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. What is an advertising agency ?
2. What are the procedures for determining advertising budget ?
3. What is return on investment ?
4. What is advertisement layout ?
5. What is mobile advertising ?
6. What are the four features of a successful sales promotion ?
7. What are the three general objectives of advertising ?
8. What is trade promotion ?
9. What is the need of planning sales promotion programme ?
10. What is consumer survey method ?
11. What is pre-testing sales promotion ?
12. What is pharmaceutical advertising ?
13. What is advertising self-regulation ?
14. What is competitive parity method of advertising budget ?
15. What is advertisement process ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

16. Explain the types of advertising agencies ?
17. What is advertisement copy ? Explain the characteristics of a good copy ?
18. Definitions of sales promotion. What are the objectives of sales promotion ?
19. Explain primary functions of advertising.
20. What is consumer sales promotion ? Define the various strategies using consumer sales promotion.
21. What is Media ? Explain the types of media.
22. Explain major players in advertising process.
23. What are the advantages of print media advertising ?

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. Explain the process of advertising ? Explain the primary and secondary functions of advertising ?
25. What is mobile advertising ? Explain types and benefits of mobile advertising ?
26. What is evaluation of sales promotion ? Describe the need for evaluation of sales promotion ?
27. Write a note on role of social media in advertising.

(2 × 10 = 20 marks)

**D 140025-A**

(Pages : 4)

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(2020 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BBA 6B 15—ADVERTISING AND SALES PROMOTION (MARKETING ELECTIVE)

(Multiple Choice Questions for SDE Candidates)

1. Advertising contributes to———.
  - (A) Economic growth of society or country.
  - (B) National Capital.
  - (C) Power of marketing Firms.
  - (D) Chaos in the already congested market place.
2. Which one of the following is not a budgeting method in the context of advertising ?
  - (A) All available funds method.
  - (B) Fixed Percentage Method.
  - (C) Competitive Parity Method.
  - (D) Objective and Task Method.
3. —— and —— help lock in key phrases that are a brand image.
  - (A) Pop-ups, Jingles.
  - (B) Displays, SlogAns:
  - (C) SlogAns:, Jingles.
  - (D) Jingles, Displays.
4. What factors should be considered while setting the advertising budget ?
  - (A) Competition.
  - (B) Market situation.
  - (C) Sales decay rate.
  - (D) All of the above.
5. —— target resellers the wholesalers and retailers who distribute manufacturers' products to the end-users.
  - (A) Sales Promotions.
  - (B) Trade promotions.
  - (C) Sweepstakes.
  - (D) Premiums.
6. —— is a clever phrase that serves as a reminder of a brand, company image, or campaign theme.
  - (A) Caption.
  - (B) Body copy.
  - (C) Display copy.
  - (D) Slogan.

7. What is AIDA ?
- (A) Advertisement, Interest, Demand, Acquire.
  - (B) Action, Interest, Desire, Attention.
  - (C) Attraction, Interest, Desire, Attention.
  - (D) Attention, Interest, Desire, Action.
8. The creative point in advertising where the search for a “big idea” takes pace is known as :
- (A) Ideation.
  - (B) Conceptualisation.
  - (C) Visualisation.
  - (D) Promotion.
9. \_\_\_\_\_ agencies specialize in endorsement of brands in the various social media platforms like blogs, social network sites, Q and A sites, discussion forums, micro blogs etc.
- (A) Social media.
  - (B) User-generated contented.
  - (C) Friend feed.
  - (D) Social network service.
10. Majority of the ads appearing online are :
- (A) Banner advertisements.
  - (B) Pop- up advertising,
  - (C) Display advertising.
  - (D) Corner ads.
11. \_\_\_\_\_ refers to a situation when an advertiser withdraws the product advertised and substitutes it with a different quality product.
- (A) Surrogate advertising.
  - (B) Disparagement.
  - (C) Bait-and-switch.
  - (D) Remediation.
12. The group that composes the present and potential prospects for a product or service is \_\_\_\_\_.
- (A) Media planners.
  - (B) Media buyers.
  - (C) Target audience.
  - (D) Media executives.
13. Which among the following is an example of Trade promotion ?
- (A) Coupons.
  - (B) Samples.
  - (C) Push Money.
  - (D) None of these.

Turn over

14. The process of purchasing space in a media is :
- (A) Media Spacing. (B) Media Scheduling.  
(C) Media Purchasing. (D) Media Buying.
15. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form ?
- (A) Advertising. (B) Personal Selling.  
(C) Public Relations. (D) Sales Promotion.
16. Determining the promotion budget on the basis of financial availability of capital is characteristic of which of the following budget methods ?
- (A) Affordable method. (B) Percentage of Sales Method.  
(C) Competitive Parity Method. (D) Objective End Task Method.
17. \_\_\_\_\_ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level.
- (A) Advertisement media. (B) Advertisement copy.  
(C) Advertising layout. (D) Teaser advertisements.
18. Which among the following is the right sequence of copywriting process ?
- (A) Planning, research, organisation, writing, checking, proof reading, editing, revision.  
(B) Research, planning, organisation, writing, checking, proof reading, editing, revision.  
(C) Planning, research, organisation, writing, checking, editing, proof reading, revision.  
(D) Research, planning, organisation, writing, checking, editing, proof reading, revision.
19. \_\_\_\_\_ is a self-regulatory voluntary organization of the advertising industry.
- (A) Securities and Exchange Board of India.  
(B) Reserve Bank of India (RBI).  
(C) Medical Council of India.  
(D) Advertising Standards Council of India (ASCI).
20. A pull sales promotion strategy concentrates on the \_\_\_\_\_.
- (A) Consumer. (B) Middlemen.  
(C) Producer. (D) Public.