

**M.Com. (Semester IV) Examination, August, 2020**

**COO 417 : ADVERTISING AND SALES MANAGEMENT (OA -18 A)**

**Duration: 2 Hours**

**Maximum Marks: 30**

**Instructions:** 1) Question No.1 consists of 5 compulsory questions of 2 marks each.

2) Answer any four (4) questions from 2,3,4,5,6,&7.

3) Figures to the right indicate marks assigned to the questions.

**Q1) Answer the following questions.**

**(5x2=10)**

- a What are Appeals in advertising?
- b State any 4 essentials of a good Copy.
- c What is an In – House Advertising Agency?
- d Explain Covert Advertising with the help of an example.
- e What is Direct and Indirect Action Advertising?

**Q2) Explain the various Tools used by the marketer's integratedly to make the marketing communication more effective.**

**(5)**

**Q3) Discuss the Factors determining the choice of the media selection by the various advertisers.**

**(5)**

**Q4) Explain the Process of Personal Selling.**

**(5)**

**Q5) What is Advertising Copy? Briefly explain the AIDA Model of Advertising.**

**(1+4)**

**Q6) Explain the Functions of Advertising Agency towards its Clients.**

**(5)**

**Q7) Advertising at times goes beyond the Traditional role of Fair and Truthful information and portrays obscene, undesirable and unethical scenes affecting the young population of the society'. Explain the statement with supporting examples.**

**(5)**