

Second Semester B.Voc. Examination, May/June 2018
(F + R) (2016-17 and Onwards) (CBCS)
RETAIL MANAGEMENT
2.5 : Advertising and Sales Promotion

Max. Marks : 70

Time : 3 Hours

Instruction : Answer all Sections.

SECTION – A

(5×2=10)

1. Answer **any five** of the following.
 - a) Give the meaning of advertising agencies.
 - b) What is advertising planning ?
 - c) What is media planning ?
 - d) What are the disadvantages of television advertising ?
 - e) State two objectives of sales promotion.
 - f) What is 'reach' and frequency of advertisement ?
 - g) What is advertising copy?

SECTION – B

(3×6=18)

Answer **any three** of the following.

2. "Is advertising a communication process". Comment.
3. Write a note on role of media.
4. State the characteristics of advertising copy.
5. Write a note on role of sales promotion in advertising.
6. State the significance of advertising scheduling.

SECTION – C

(3×14=42)

Answer **any three** of the following. **Each** question carries **14** marks.

7. Analyse economic and social aspects of advertising.
8. Explain in detail steps in advertising campaign planning.
9. What are the merits and demerits of newspaper publicity ?
10. Explain the sales promotion techniques in detail.
11. Explain the role of advertising agencies in India.