



2025

COMMERCE

Course No. : COM334E

(Advertising and Sales Promotion)

*Full Marks : 60**Time : 3 hours**The questions are of equal value**The figures in the margin indicate full marks for the questions**Answer all questions*

1. a) Discuss the evolution and growth of advertisement in ancient and medieval times. 12

Or

b) What are the different kinds of advertising? Discuss in details. 12

2. a) What do you mean by Advertising Message? Explain the factors to be considered for successful communication of the messages through particular media? 4+8

Or

b) What are the reasons to measure advertising effectiveness? Explain any two methods of measuring advertising effectiveness. 6+6

3. a) What is media scheduling? Discuss the influencing factors necessary for developing a media-schedule.

4+8

Or

b) What is an Advertising Agency? What are the major functions of an advertising agency?

4+8

4. a) How sales promotion differs from advertising? Discuss the nature and functions of sales promotion.

4+8

Or

b) What do you understand by consumer sales promotion? What factors are responsible for the rapid growth of sales promotion in recent times? Discuss

4+8

5. a) Discuss various sales promotional tools and techniques and their advantages and disadvantages.

12

Or

b) How trade fairs and Exhibitions promote sales? What are the legal restrictions on sales promotion in India?

6+6

