

QP Code:D132928		Total Pages: 2	Name:
		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
COP1MN108/COM1MN108 : ADVERTISEMENT AND SALES PROMOTION			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Answers should be written in english			
Section A			
All Questions can be answered. Each Question carries 3 marks			
1	Define advertising and mention any two of its objectives.		
2	What is meant by comparative advertising?		
3	State the term 'advertising budget'.		
4	What are the components of an advertising message?		
5	What is meant by media planning?		
6	Write any three functions of Advertising Standards Council of India.		
7	What do you mean by sales promotion?		
8	What are coupons in sales promotion?		
9	What do you mean by pre-testing in advertising?		
10	What is meant by influencer marketing?		
			(Ceiling : 24 Marks)
Section B			
All Questions can be answered. Each Question carries 6 marks			
11	What are the key steps involved in creating an effective advertising message?		
12	Explain the DAGMAR approach used for setting advertising objectives.		
13	Discuss the role of advertising in communication and sales effectiveness.		
14	Describe the ethical issues commonly seen in advertising in India.		

15	Elaborate the nature and importance of advertising in marketing.
16	Explain the importance and benefits of sales promotion in the marketing mix.
17	Discuss the various consumer-oriented tools used in sales promotion.
18	Discuss the different types of advertising media and their advantages. (Ceiling : 36 Marks)
Section C	
Answer any ONE question, carries 10 marks	
19	Explain the different methods used for measuring advertising effectiveness with suitable examples.
20	Explain how social media and digital platforms are changing modern advertising. (1x10=10 Marks)