



'সমানো মন্ত্র: সপিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 3rd Semester Examination, 2023

DSC6-RETAIL MANAGEMENT (3.2)
ADVERTISING AND SALES PROMOTION

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1. Answer any **four** questions from the following: 3×4 = 12
- (a) What do you mean by the term Advertising?
 - (b) What are the qualities of a good salesman?
 - (c) How is advertising different from publicity?
 - (d) Explain the term 'Blue Ocean Strategy'.
 - (e) What do you mean by the term sales promotion?
 - (f) What do you mean by the term Guerrilla Advertising?

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Narrate the role of the Advertising Standard Council of India.
 - (b) Who is a salesman? Enumerate the duties of a salesman.
 - (c) Briefly explain the different types of advertising.
 - (d) State the features of good advertising copy.
 - (e) Define sales planning. Also, state the importance of sales planning.
 - (f) Explain the different stages of the DAGMAR Model.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) What does the AIDA model stand for and its primary purpose in advertising? 4+8
 - (b) Explain the economic, legal and ethical aspects of advertising with appropriate examples. 12
 - (c) Write short notes on: 4+4+4
 - (i) Social Advertisements
 - (ii) Outdoor Media
 - (iii) AAI
 - (d) Explain the term personal selling. State the characteristics of personal selling. What are the advantages and disadvantages of personal selling? 3+5+4

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