



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 3rd Semester Examination, 2021

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: 3×4 = 12
- (a) Define Advertisement.
 - (b) Enlist at least five top advertising agencies operating in India.
 - (c) Define Advertisement copy.
 - (d) What are the ethical principles of advertising?
 - (e) What do you mean by sales promotion?
 - (f) What are the qualities of a good and effective salesman?

GROUP-B

2. Answer any **four** questions: 6×4 = 24
- (a) Who are the important players in advertising? Explain their role.
 - (b) What are the various methods of setting advertising objectives?
 - (c) Explain the process of framing advertising policy and activities in centralized and decentralized organizational structures.
 - (d) Write a short note on DAGMAR.
 - (e) Explain the importance of AIDA in advertisement communication.
 - (f) What are the various sales promotion techniques? Discuss with examples.

GROUP-C

3. Answer any **two** questions: 12×2 = 24
- (a) What are the features of advertising? Explain in detail the role of the agencies regulating advertisement activities in India. 6+6
 - (b) Narrate the history and evolution of advertising. 12
 - (c) Define sales promotion. Discuss the methods of sales promotion. 2+10
 - (d) Define sales-force management. Discuss the methods used for training of sales-force. Outline the elements of a good remuneration plan. 2+4+6

—x—