



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
B.Voc. Programme 3rd Semester Examination, 2022

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 are the requisites of a good advertisement copy?
 - (b) What is copy testing?
 - (c) Explain the different types of Advertising appeal.
 - (d) List out the top five advertising agencies in India.
 - (e) What are the objectives and schemes of Sales Promotion?
 - (f) When do you treat an advertisement unethical?

GROUP-B

2. Answer any **four** questions from the following: 6×4 = 24
- (a) Explain the role of the advertiser in Marketing.
 - (b) What is advertising effectiveness? Explain the importance of DAGMAR.
 - (c) Explain the ethical and social aspects of advertisement in marketing.
 - (d) What are the qualities of a good salesperson?
 - (e) Explain the different types of advertising agencies.
 - (f) Explain the importance of training and motivation in sales-person.

GROUP-C

3. Answer any **two** questions from the following: 12×2 = 24
- (a) Highlight the evolution of advertising in India. 12
 - (b) Define Sales promotion. What are the various techniques for promoting sales of a firm? 4+8
 - (c) What are the different forms of Media? Explain the various factors affecting media choice. 4+8
 - (d) Explain the important features of the following advertising agencies: 6+6
 - (i) Advertising Agency Association of India (AAAI).
 - (ii) Advertising Standard Council of India (ASCI).

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