



**Biyani Girls College**  
**I Internal Examination 2019-20**  
**B.COM. (III Year)**  
**Subject-Advertisement and Sales Promotion(Subject Code)**

**Time: 1.30 Hrs.**

**Set:A**

**MM: 40**

**[I] Multiple Choice Questions**

**(10\*1=10)**

1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and \_\_\_\_\_.  
(a) Marketing (b)Sales  
(c) Publicity (d)None of These
2. Copy testing is also known as  
(a) Pre Testing (b)Copy writing  
(c) Concurrent Testing (d)Preview
3. Consumer promotion, trade promotion and \_\_\_\_\_ are the three forms of sales promotion.  
(a) Media Promotion (b)Sales Force Promotion  
(c) Core Promotion (d)Media Mix
4. \_\_\_\_\_ media can give 24 hour exposure to the public eye.  
(a) Television (b)Print  
(c) Internet (d)Flex Board
5. It is popularly known as free form of promotion.  
(a) Advertisement (b)Publicity  
(c) Personal Selling (d)Marketing
6. Which among the following is an example of Trade promotion?  
(a) Coupons (b)Samples  
(c) Push Money (d)None of these
7. Which among the following is a Pull Strategy?  
(a) Trade promotion (b)Consumer Promotion  
(c) Sales Force Promotion (d)None of These
8. If a company gives false message to the customers, it is known as  
(a) Obscene ads (b)Subliminal ads  
(c) Deception (d)None of these

9. The strategy that encourages dealers and distributors to sell a product is known as

- (a) Push (b) Pull  
(c) Combination (d) Marketing

10. Creating image of product in the minds of target group is called:

- (a) Marketing (b) positioning  
(c) Branding (d) Popularising

**[II] Long type Questions:**

**(10\*3=30)**

**Q.1** Explain the concept of advertising. What are the various types of advertising?

**Q.2** Explain 5- M model in detail with examples.

**Q.3** What is advertising budgeting? Explain the various techniques of budgeting.