



WEST BENGAL STATE UNIVERSITY
B.A./B.Sc./B.Com. Major Part-II Examination, 2020

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

PAPER: ASPV-III

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any *one* question from the following

2×1 = 2

1. Identify two negative impacts of advertising.
2. Define media planning.

GROUP-B

Answer any *three* questions from the following

16×3 = 48

3. (a) Discuss the merits and demerits of Print Media. 8
(b) Explain in brief about press conference. 6
4. (a) Elaborate the elements of a broadcast copy. 8
(b) Explain the factors considered while preparing an effective advertising copy. 8
5. (a) Enumerate the role of advertising agencies in advertising. 8
(b) Briefly portray the different departments of an advertising agency. 8
6. Explain, in brief, the different methods of measuring advertising effectiveness. 16
7. (a) Enumerate the problems associated with DAGMAR approach. 8
(b) Discuss the elements of a broadcast copy. 8
8. Write short notes on any *two* of the following: 8×2 = 16
 - (i) Electronic media
 - (ii) Display Advertising
 - (iii) Exhibitions and fair as media of advertising
 - (iv) Outdoor media.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

—X—