



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Honours Part-II Examination, 2020

**ADVERTISING AND SALES PROMOTION**

**PAPER: ASPA-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. Define Advertising.
2. What is meant by Sales Promotion?

**GROUP-B**

**Answer any three questions from the following**

16×3 = 48

3. (a) What do you mean by Advertising Objectives? 2  
(b) Discuss the process of setting Advertising Objectives. 6  
(c) Explain briefly the AIDA approach. 8
4. (a) What is Advertising Budget? 2  
(b) Enumerate the factors influencing the preparation of Advertising Budget. 4  
(c) Explain briefly the various methods for determining Advertising Budget. 10
5. What do you mean by Client Agency Relationship (CAR)? Discuss in detail. 16
6. (a) Examine the factors influencing the growth of Sales Promotion in India. 8  
(b) Explain briefly the various tools and techniques used in Sales Promotion. 8
7. Discuss about four advertising media with their respective merits and demerits. 16
8. Write short notes on: 8+8  
(a) Media Planning and Media Scheduling  
(b) Sales Force promotion.

**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.*

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