



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**Course Title: Advertisement and Salesmanship**

**Max Marks: 75**

**Advertisement management**

**Time: 2 Hrs**

**Course code: BBA 1426/3212/3262**

**Write any five-**

**5\*15=75**

1. Define the term Advertising? Explain the importance of Advertising.
2. Explain the product life cycle and mention its characteristics.
3. Describe the importance of salesmanship and list out its types with examples.
4. Discuss the various types of advertising media.
5. Elaborate the role of advertising in social and economic development of India
6. List out the points of a good advertisement copy.
7. Enumerate the role of DAGMAR approach for setting advertising objective.