

SEAT No. \_\_\_\_\_

No. of printed Pages: 01

Total Marks: 60

[58 & A-41]

**SARDAR PATEL UNIVERSITY**

**B.COM (Semester VI) EXAMINATION – 2018**

**Subject: Advertising, Sales Promotion & Sales Management - VI**

**Code: UB06CCOM08**

Tuesday, 10<sup>th</sup> April 2018

02:00 PM To 04:00 PM

Q-1 What do you mean by Sales Promotion? Explain Tools of Sales Promotion and discuss in detail – various Methods of Sales Promotion. (15)

**OR**

Q-1 Give Meaning of Sales Promotion and Describe the significance of Sales Promotion. (15)

Q-2 (A) What is Public Relation? Discuss various Tools of Public Relation. (08)  
(B) Explain difference between Public Relation and Advertising. (07)

**OR**

Q-2 Discuss "Communication" function of Public Relation in detail. (15)

Q-3 Explain the concept of 'House Journal' and discuss its Merits and demerits in detail. (15)

**OR**

Q-3 Write Short Notes on: (15)  
(A) Public Address System  
(B) Window Display

Q-4 (A) Explain essential qualities of successful entrepreneurs in detail. (08)  
(B) Write a note on "Rural Entrepreneurship" (07)

**OR**

Q-4 Discuss the concept and problems faced by women entrepreneur in detail. (15)

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