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H-7029

M.Com. (Semester-II) Examination, July 2022

ADVERTISING AND SALES MANAGEMENT

Time Allowed : Three Hours

Maximum Marks : 70

Minimum Passing Marks : 25

Note : Question paper is divided into four sections. Attempt question of all four sections as per direction. Distribution of marks is given in each section.

SECTION-A

(Objective Type Questions)

Note : Attempt **any ten** questions from section-A. Each question carries **1** mark. [1×10=10]

1. (i) Advertisement is required for :

(a) Profit

(b) Loss

(c) Increasing Sales

(d) Decreasing Sales

(ii) Advertisement aims at :

(a) Product Selling

(b) Marketing

(c) Customer Relations

(d) Mass Communication

(iii) The type of appeal which is related to psychological and social needs of the customers?

(a) Rational Appeal

(b) Emotional Appeal

(c) Moral Appeal

(d) None of the above

(iv) The reduction in the price of a product for a short span of time is known as :

(a) Rebate

(b) Free offer

(c) Price-off offer

(d) Trade offer

(v) Which of the following is a non-paid form of promotion?

(a) Advertising

(b) Direct marketing

(c) Publicity

(d) Sales promotion

(vi) The final stage in the personal sales process is the stage :

(a) Trial close

(b) Presentation

(c) Follow-up

(d) Assumptive close

(vii) The following is a measure of attachment that a consumer has to a brand :

(a) Brand Loyalty

(b) Brand Association

(c) Brand Equity

(d) Brand Awareness

(viii) AID A refers to :

(a) Hierarchy of effects model

(b) Broadcast model

(c) Subscription model

(d) Internet model

(ix) Point of Purchase Ads are also known as :

(a) In-store Advertising

(b) Built-in Advertising

(c) Green Advertising

(d) Stock Advertising

(x) An organization of creative people deployed for advertisement and sales promotional tools are called :

(a) Advertisement makers

(b) Ad creators

(c) Advertisement agency

(d) Ad developers

(xi) A series of Advertisement campaign that has a set of messages which has a single idea or theme are called :

(a) Advertisement series

(b) Advertisement campaign

(c) Advertisement group

(d) Advertisement cluster

(xii) The central theme of an advertisement is known as :

(a) Advertising appeal

(b) Advertisement script

(c) Slogan

(d) Headline

SECTION-B

(Very Short Answer Type Questions)

Note: Attempt **any five** questions. Each question carries **2** marks. (Word limit : **25-30** words) [5×2=10]

2. (i) What is Personal Selling?

(ii) What is the role of advertising agencies?

(iii) What is Advertising Appeal?

(iv) What is Marketing Mix ?

(v) What is Sales Force Objectives?

(vi) What is Advertising Copy?

(vii) What is Advertising Budget?

SECTION-C

(Short Answer Type Questions)

Note: Attempt **any five** questions. Each question carries **4** marks. (Word limit : **250** words) [5×4=20]

3. (i) Explain Advertising Process.

(ii) Explain Advertising Media.

(iii) Explain sales force compensation.

(iv) Explain importance of personal selling.

(v) Explain advertising effectiveness evaluation.

(vi) What are the legal aspects of advertising?

(vii) Explain recruitment of sales force.

SECTION-D

(Long Answer Type Questions)

Note: Attempt **any three** questions. Each question carries **10** marks. (Word limit : **500** words) [10×3=30]

4. (i) Explain the concept and scope of advertising. What are its functions?

(ii) What is the role of advertising department in an organization? Give examples.

(iii) Explain the difference between personal selling and sales promotion.

(iv) What is Sales Management? What are its functions and objectives.

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