

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao
M.Com Part-II, Semester-III, Semester End Examination, November 2022
(Business Management)
COO340: Advertising and Sales Management (OA-18A)

Duration: 3 hours

Max. marks 60

Instructions:

1. *This paper consists of Nine Questions carrying Equal marks.*
2. *Question No.1 consists of 5 Compulsory Questions of 2 Marks Each.*
3. *Answer any 5 questions from Question 2,3,4,5,6,7,8 and 9.*
4. *Each question carries 10 marks. Figures to the right indicate marks.*

Q.1 Answer the following:

(5x2=10)

- a) Web Banner
- b) Reach
- c) Creativity in Advertising
- d) Infomercials
- e) Advertising Appeal

Q.2.A. Describe the various stages defined in the AIDA model to understand a consumer's journey from ignorance of a product to its purchase.

(5)

B. Explain how Advertising is used as a tool for Communication

(5)

Q.3.A. What are the various kinds of emotional appeals used by an advertiser? Name five products which can be advertised using emotional appeals.

(5)

B. What do you mean by jingles? What purpose do they serve? Give examples of any 3 jingles.

(5)

Q.4.A. Write a note on Advertising Copy and its Elements.

(7)

B. Write a short note on 'Media Dispersion'

(3)

Q.5. What is Sales Management? State and explain the key decision areas in Sales Management. (10)

Q.6. Explain the Recruitment, Training, Selection and Motivation process of Sales Force.(10)

Q.7. What is Media Planning? State and explain the various media types with suitable examples. (10)

Q.8. What is Media Scheduling? State and explain the four methods of Media Scheduling with suitable examples. (10)

Q.9. What is the meaning and purpose of a Sales Budget? State and explain the five methods of sales budgeting adopted by companies. (10)

***** All the Best *****