



M.Com. (Semester – III) Examination, November 2018
COO3B3 : ADVERTISING AND SALES MANAGEMENT (OA-18)

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 five** questions from question 2, 3, 4, 5, 6, 7, 8 and 9.
4) **Each** question carries **10 marks**. Figures to the **right** indicate marks.
5) Present value and Logarithm Tables will be **supplied on request**.

1. Answer the following questions : (5×2=10)
- a) State the features of advertising (any four).
 - b) Explain the concept of copy research.
 - c) Which are the factors to be considered while selecting an ad agency ?
(any 4).
 - d) Explain any 4 limitations of personal selling.
 - e) What are the contents of a good training programme ? (any four).
2. a) Explain the functions of the sales administration department in an organisation. 5
- b) Explain DAGMAR approach as an aid to define advertising objectives. 5
3. What is an ad agency ? Explain the types of ad agencies. 10
4. a) Explain the ethical issues in advertising with suitable examples. 6
- b) Which are the essential qualities of an efficient sales manager ? 4
5. Explain the 3 activities associated with the creative stage of advertising development. 10
6. Explain the process of sales force selection in detail. 10
7. What are the steps involved in the development of a media plan ? 10
8. Explain the process of personal selling in detail. 10
9. The message is considered as the most vital component in advertising communication process'. Explain the 4 critical decisions to be taken in order to formulate an effective message. 10
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