

M.Com. (Semester – III) Examination, April 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 5** questions from question no. **2, 3, 4, 5, 6, 7, 8 and 9**.
 4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following questions : (5×2=10)
 - a) State the functions of advertising (any four).
 - b) Write about the three steps in Pre-testing of advertising copy.
 - c) State the role of advertising agencies (any four).
 - d) State any three types of sales managers.
 - e) State any three methods of compensation.
2. Explain the functions and benefits (to the manufacturers and consumers) of advertising by quoting suitable examples. 10
3. What is copy testing ? Explain the three strategies employed in the testing of an advertising copy in detail. 10
4. a) Write the steps involved in the development of a Media Plan in detail. 5
 b) What are the steps in creating a radio ad copy/radio commercials ? 5



- 5. a) Explain any six functions of advertising agencies. 6
- b) Write four points which states that an advertisement is considered unethical by the ASCI. 4
- 6. What is ethics in advertising ? Explain seven ethical issues in advertising with suitable examples. 10
- 7. Explain the personal selling process in detail. 10
- 8. What is sales force motivation ? Explain the financial and non-financial techniques of motivation. 10
- 9. Explain the salesforce selection process in detail. 10

(2x5=10)

10

10

5

5

P.T.O.