



M.Com. (Semester – III) (Bus. Mang.) Examination, November 2015
COO 3B3 : 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 questions **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 short questions in brief : (5×2=10)
- a) State the importance of an integrated Marketing Communication Plan
(Any two).
 - b) Define 'Copy Research'.
 - c) Mention any two functions of an Agency.
 - d) Define 'Sales Management'.
 - e) Give any two reasons signifying the importance of a Sound Sales Training.
2. Explain and illustrate the steps in developing an effective Marketing Communication. 10
3. While there are no 'rules', there are some generally accepted principles that help in making a good Advertising Copy. Explain the principles that would aid in Effective Copywriting. 10



4. Which Advertising Media and Media Vehicles would you suggest for advertising the following products ? Give reasons. (5×2=10)
- a) Women Cosmetics
 - b) Sports Shoes
 - c) Mobile Phones
 - d) Books
 - e) Children DVD's.
5. Write short notes on :
- a) Event Management 5
 - b) Online Marketing. 5
6. Discuss the various Ethical Issues that challenge the standards of advertising professionals. 10
7. a) You are the sales executive of a company, how would you be handling the objections of your customers while personally selling the product ? (Make Assumptions if required). 3
- b) Explain any six factors influencing Advertising Budgets. 7
8. Discuss the procedure commonly adopted for selection of Sales Personnel. 10
9. What is the relevance of Personal Selling ? What are the essential of Successful selling ? 10
-