



M.Com. (Semester – III) (Bus. Mgt.)
Examination, November 2016
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) What is an Integrated Marketing Communication Plan ?
 - b) What do you understand by the term 'Copy' in Advertising ?
 - c) Define an 'Ad Agency'.
 - d) Mention any four Selling Objectives.
 - e) What is 'Personal Selling' ?
2. Illustrate and explain the AIDA approach with suitable examples. 10
3. "Appeals are the central idea of an Advertisement Message". Discuss the various Appeals that can be used as the basis for Advertising Messages. 10
4. a) Describe any four functions of Advertising. 4
- b) Suppose you were an Advertising Manager and entrusted with a responsibility to develop an Advertising Budget for a leading company. Explain the various methods of Advertising Budgeting that you would consider to fulfill this responsibility. 6
5. As a fresh M. Com. graduate you intend to start with your own Advertisement Agency. Discuss the various functions that your Ad-Agency would perform to suit the needs of your clients and the customers. 10



6. A new batch of Sales Personnel have been recently recruited in a company. As a Sales Manager and as a part of Sales Induction Programme you have been entrusted to diagrammatically explain the process of Personal Selling with suitable examples to the aforesaid batch so as to make the Induction Programme successful. 10
7. a) Briefly examine the role of Media Planning in Advertising in today's competitive world. 4
b) Define the exact connotation of the phrase 'Sales Manager'. How do you classify them ? 6
8. XYZ Ltd., is a famous pharmaceutical company in India, having a large sales force. Their objective is to become the number one pharmaceutical company in India and to begin with they have decided to focus on training their sales force. Advise the company on how they should be training their Sales Force in order to achieve their objective. 10
9. "Every Sales Manager and Sales Supervisor appraises the performance of the Sales Personnel under his charge." Analyze the various methods of Performance Appraisal. 10