



**M.Com. (Semester – III) Examination, November 2017**  
**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) Mention the tools of the communication mix (any three).
  - b) State any four elements of a print Ad copy.
  - c) Give the forms of online marketing (any three).
  - d) State any four points of importance of personal selling.
  - e) Mention any four non-financial incentives of motivation.
2. Explain the concepts given below by illustrating its relevance in today's advertising scenario. (2×5=10)
  - i) AIDA
  - ii) DAGMAR.
3. Explain any four methods of advertising budgeting, also stating the merits and demerits of each one. 10
4. a) Explain the concept of IMC and the steps to effective communication in detail. 5  
b) Explain the concept of advertising appeal and six types of ad appeals with suitable examples. 5

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5. Define an advertising agency and write any five types of ad agencies by quoting examples for each one. 10
6. a) Explain the steps in the advertising agency selection process. 6  
b) Write the reasons behind hiring the advertising agencies by companies (any four). 4
7. What is personal selling ? Write any seven types of sales managers. 10
8. Define sales force compensation. Explain any three methods of compensation, stating their merits and demerits. 10
9. a) Explain the steps involved in sales force control. 5  
b) Give the significance and contents of a Sound Sales-Force Training. 5

(5×2=10)

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- d) State any four points of importance of personal selling.
- e) Mention any four non-financial incentives of motivation.

(2×5=10)

2. Explain the concepts given below by illustrating its relevance in today's advertising scenario.

i) AIDA

ii) DAGMAR.

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3. Explain any four methods of advertising budgeting, also stating the merits and demerits of each one.

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b) Explain the concept of advertising appeal and six types of ad appeals with suitable examples. 5

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