

VVM's
Shree Damodar College of Commerce and Economics
Comba -Margao Goa
M.Com. (Semester-IV) Examination, April 2015

CO4B2: ADVERTISING AND SALES MANAGEMENT

Duration: 2Hours

Total Marks: 50

- Instructions:**
- 1) Answer all the questions
 - 2) Figures to the right indicate full marks

Q I Answer the following in brief:

(5x2=10)

1. Advertisability
2. Advertising copy
3. Communication effect research
4. Advertising frequency
5. Recruitment of sales force

Q II A] Give a detailed account of the Indian advertising industry.

(10)

OR

B] Discuss the functions of advertising agencies

Q III A] What is the importance of a product's USP while advertising the product?

(10)

OR

B] Discuss the essentials of an advertising layout.

Q IV A] Write a detailed note on 'advertising budget'.

(10)

OR

B] Discuss the objectives of advertising.

Q V A] What qualities should you possess to be an efficient sales manager?

(10)

OR

B] Explain the process of personal selling.
