

Roll No.

Subject Code—858-X

M. Com. (Part II) EXAMINATION

Optional Group II (Marketing)

MC-206(M)

ADVERTISING AND SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. (a) What is Advertising ?
- (b) What is Promotion-mix ?
- (c) What is Corporate Advertising ?
- (d) What criteria would you use in selecting an advertising agency ?
- (e) What is the significance of internal and external flows in marketing communications ?

- (f) What are positive and negative aspects of using humour in advertising ?
 - (g) What do you understand by Social Class ?
How does it influence consumers ?
 - (h) What are the advantages of market segmentation ?
 - (i) What is Brand ? Discuss what it represents and communicates.
 - (j) What is meant by brand equity ? What are advantages to marketers ?
2. What techniques do advertisers use to create a brand personality ?
3. "The biggest waste in advertising is to advertise too little." Discuss.
4. "Advertising creativity is disciplined creativity." Discuss this statement with examples.
5. What are the components of advertising strategy ? Discuss each component.

6. What is an advertising appeal ? Discuss the major types of appeals and their characteristics.
7. What are the implications of learning theories that sales promotion planners should take into account ?
8. What is Inventory Risk ? How can promotion planners reduce this risk for re-sellers ?