

Roll No.

Subject Code—2151

M. Com. (Part II) EXAMINATION

(Opt. Group II-Marketing)

MC-206 M

ADVERTISING AND SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Write short notes on the following :

- (i) Role of advertising in marketing process
- (ii) Two step flow model of communication
- (iii) Primary v/s selective demand
- (iv) Copy layout
- (v) Advertising and consumer behaviour
- (vi) Nature of sales management
- (vii) Determination of size of salesforce

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- (viii) Sales meetings
 - (ix) Sales contests
 - (x) International sales management.
2. Discuss in detail-concept types and forms of advertising. What are major criticisms of advertising ?
 3. Discuss the process of advertising goal setting with reference to DAG MAR approach.
 4. What are different elements of an advertisement copy ? What is the importance of creativity in copy-writing ?
 5. What is effective advertising ? How effectiveness of an ad be measured ?
 6. Discuss the scope and objectives of sales management. What are functions of a sales manager ?
 7. Write in detail about different human resource management function that need to be performed for effective sales management.

8. Write short notes on any *two* of the following :

- (a) Compensation of an ad agency
- (b) Designing sales territories
- (c) Sales quota
- (d) Sales budget and control.