

Roll No.

Subject Code—8140

M. Com. (Second Year) EXAMINATION

(Main/Re-appear Batch 2009 Onwards)

MC-206-M

ADVERTISING AND SALES MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Section A

1. Write short notes on any *seven* of the following : **7×5=35**
- (i) Definition and types of advertising
 - (ii) DAGMAR approach
 - (iii) Role of creativity in advertising
 - (iv) Organisational structure of an advertising agency
 - (v) Consumer behaviour and advertising
 - (vi) Objectives of Sales Management

- (vii) Effective Salesmanship
- (viii) Designing sales territories
- (ix) Sales control
- (x) Changing nature and future of sales management in India.

Section B

Note : Attempt all questions.

2. Discuss different socio-economic criticisms of advertising citing relevant examples. 12

Or

- (a) What is Cognitive Dissonance ?
 - (b) What is DAGMAR approach to advertising goal setting ?
3. (a) What are different elements of an ad copy ? 12
- (b) Compare and contrast newspapers and television as advertising media.

Or

What are different functions of Sales Management ? Discuss different selling operations.

4. What can be different compensation plans for salesforce ? Does compensation only motivate the salesforce ? 11

Or

Discuss different techniques of evaluating effectiveness of sales efforts of a company.