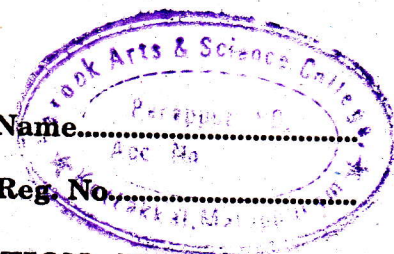


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(Pages : 1 + 3 = 4)

Name.....

Reg. No.....



THIRD SEMESTER M.Com. DEGREE [SDE] EXAMINATION, MAY 2018

Commerce

MC 3E (M) 01—ADVERTISING AND SALES MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Descriptive Questions)

PART A

*Answer all the questions.
Each question carries 2 marks.*

1. What is DAGMAR ?
2. What is media plan ?
3. Write a note on missionary selling.
4. What are sales budgets ?
5. What is copy research ?

(5 × 2 = 10 marks)

PART B

*Answer any four questions.
Each question carries 10 marks.*

6. Explain the advertising objectives and how organisations plan to reach them.
7. Elucidate the need for appropriate advertising message and its importance.
8. Enumerate and explain the types of selling.
9. Explain the various sales forecasting methods.
10. Trace the various sources of recruitment of sales force and explain.
11. What is product research ? Explain its process.

(4 × 10 = 40 marks)

PART C

*Answer any two questions.
Each question carries 15 marks.*

12. Compare and contrast advertising with other promotional mixes.
13. Prepare an advertising copy for FMCG product for print advertisement.
14. What are the methods of objection handling in personal selling? Explain.

(2 × 15 = 30 marks)

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Name.....
Reg. No.....

**THIRD SEMESTER M.Com. DEGREE [PVT/SDE] EXAMINATION
APRIL 2017**

Elective—Marketing

MC 3E (M) 01—ADVERTISING AND SALES MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all the questions.
Each question carries 2 marks.*

1. What is AIDA ?
2. What is media scheduling ?
3. Write a note on agency selling.
4. What are sales quota ?
5. What is a rough in advertising copy ?

(5 × 2 = 10 marks)

Part B

*Answer any four questions.
Each question carries 10 marks.*

6. Explain the advertising messages and how organisations plan to convey them ?
7. Elucidate the need for appropriate advertising budget and its importance.
8. Enumerate and explain the types of selling.
9. Explain the various sales forecasting methods.
10. Trace the various selection tests for sales force and explain.
11. What is advertising research ? Explain its process ?

(4 × 10 = 40 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

12. Compare and contrast personal selling with other promotional mixes.
13. Prepare an advertising copy for consumer durable for print advertisement.
14. What are the methods of closing in personal selling ? Explain.

(2 × 15 = 30 marks)