



K23P 0230

Reg. No. :

Name :



IV Semester M.Com. Degree (C.B.S.S. – Reg./Supple./Imp.)
Examination, April 2023
(2019 Admission Onwards)
Elective – B : MARKETING
COM4E06 : Advertising and Sales Management

Time : 3 Hours

Max. Marks : 60



Answer **any four** questions in this Section. Each question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define the term 'Advertising'.
b) Explain the concept of direct marketing.
c) Briefly outline functions of advertising.
2. a) Explain the term 'publicity'.
b) What are the features of sales promotion ?
c) How does advertising and sales promotion differ from each other ?
3. a) List two features of advertising.
b) Explain the problems in media planning.
c) Distinguish between advertising and publicity.
4. a) Describe the term "Rebate".
b) What is the importance of sales promotion ?
c) Discuss the traits required for a good salesman.
5. a) Explain the Pull strategy.
b) Briefly explain the term sales promotion campaign.
c) List the advantages of sales promotion.

P.T.O.

K23P 0230



6. a) What is sales force management ?
- b) Briefly explain the sales force promotion techniques.
- c) Explain the essential elements of personal selling.

SECTION – B

Answer **any 2** questions in the Section. **Each** question carries **12** marks.

7. a) Describe the positive and negative impacts of advertising on society.

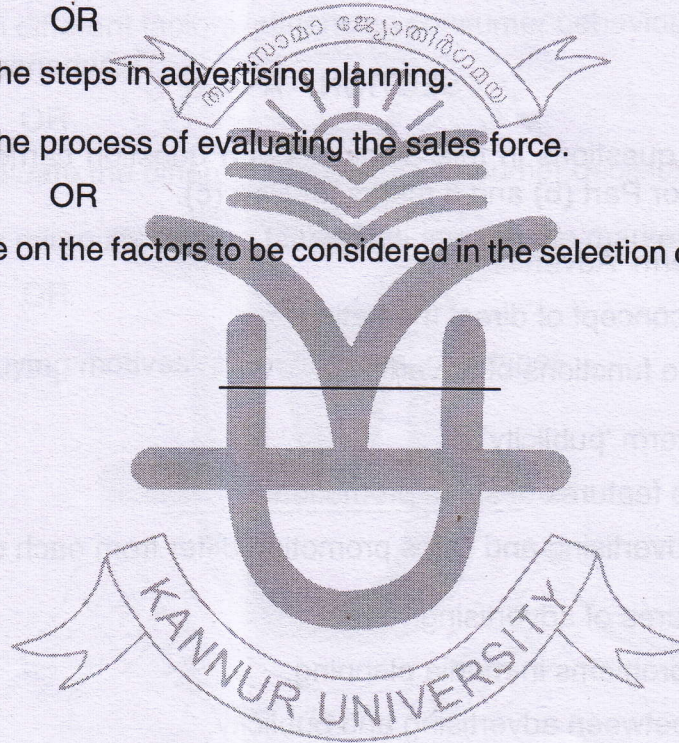
OR

- b) Explain the steps in advertising planning.

8. a) Explain the process of evaluating the sales force.

OR

- b) Elaborate on the factors to be considered in the selection of advertisement media.





K22P 3349

Reg. No. :

Name :

**IV Semester M.Com. Degree (CBSS – Reg./Supple./Imp.)
Examination, April 2022
(2018 Admission Onwards)
Elective – B. Marketing
COM4E06 : ADVERTISING AND SALES MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b), and **5** marks for Part (c).

1. a) What do you mean by direct marketing ?
b) Discuss the objectives of sales promotion.
c) Enumerate different types techniques of online sales promotions.
2. a) What is Advertising copy ?
b) How is Advertising effectiveness tested ?
c) Distinguish between marketing and selling.
3. a) What is integrated sales promotions ?
b) How are sales effected by sales promotions ?
c) Discuss the steps involved in designing sales promotion campaign for organic foods.
4. a) Mention any 2 objectives of Advertising.
b) Explain layout concept in Advertising.
c) "Is Advertising waste ?" Comment and explain your views.

P.T.O.



5. a) What do you mean by Ad campaign ?
b) Discuss what Press advertising media is.
c) Difference between Marketing analysis and Sales forecast.
6. a) Discuss ethical issues in selling.
b) Distinguish between approached and pre-approached stages of selling process.
c) Critically Analyse DAGMAR approach for setting advertising objectives.

SECTION – B

Answer **any two** in the following Section. **Each** question carries **12** marks.

7. a) Explain the Legal measures that can be undertaken to curb unfair and deceptive advertising. What are the recent changes being carried out in this direction ?

OR

- b) What are the various ways to compensate the salesperson's performance ? What are the criteria for choosing the compensation plan ? What are the effects of compensation dissatisfaction ?
8. a) Explain the recent development in selling practices in details. Also discuss the emerging trends in India.

OR

- b) Define the term Advertising. Draw the comparison between advertising and other form of marketing communications. How do advertising complement other forms of market communications ? Give examples.
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K21P 0270

Reg. No. :

Name :

**IV Semester M.Com. Degree (C.B.S.S. – Reg./Suppl. (Including Mercy
Chance)/Imp.) Examination, April 2021
(2014 Admission Onwards)**

Elective B : Marketing

COM 4E06 : ADVERTISING AND SALES MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define Motivation.
b) State the qualities of a sales manager.
c) Differentiate sales promotion and advertising.
2. a) Describe Quota selling.
b) Illustrate evolution of advertising.
c) Explain sales force management in detail.
3. a) How do B2B selling happen ?
b) What are the factors influencing the selection of advertisement media ?
c) Explain two-factor theory of motivation.
4. a) What is relationship marketing ?
b) Explain the merits and demerits of press advertising.
c) Explain salesmanship v/s sales management.
5. a) State two causes for failure of advertising.
b) Explain features of relationship marketing.
c) Illustrate the criteria for salesmanship whether productive or not.

P.T.O.



6. a) Describe 'Inbound Telemarketing'.
 b) Explain the role of sales manager in marketing.
 c) Discuss the functions of advertising.
7. a) What do you mean by compensation plan for sales ?
 b) Describe sales force management.
 c) Explain factors to be considered while preparing advertisement budget.
8. a) Describe 'Advertising Media'.
 b) Telemarketing is a good substitute for direct marketing – Comment.
 c) Explain the advantages of direct advertisement. **(4×9=36)**

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

9. a) Discuss the new development in the selling practice in India.
 OR
 b) Describe sales territory. Explain factors to be considered in allocation of sales territory.
 OR
 c) Describe 'Ad creation'. Explain the essentials of good advertising layout with an example.
10. a) Define recruitment. Explain the process of selection of sales personnel.
 OR
 b) Explain CRM with an example. Write different elements of CRM.
 OR
 c) Explain Public Relations and its types in detail. **(2×12=24)**



K20P 0149

Reg. No. :

Name :

IV Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)

Examination, April 2020

(2014 Admission Onwards)

Elective B : Marketing

COM4E06 : ADVERTISING AND SALES MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1 mark for Part (a)**, **3 marks for Part (b)** and **5 marks for Part (c)**.

1. a) Define role of advertising.
b) Discuss the nature of advertising.
c) Explain promotional strategy and its types.
2. a) Define sales force performance.
b) Difference between marketing analysis and sales forecasting.
c) Discuss the antecedents of salesperson motivation.
3. a) What is sales promotions ?
b) What are the important functions of sales management ?
c) "Salesman are born not made". Do you agree or disagree ? Explain the reason.
4. a) What is advertising budget ?
b) What is the role of advertising agency ?
c) Explain the role of various types of media in advertising.
5. a) What is job description ?
b) Training vs. development.
c) Explain the various sales promotions techniques.

P.T.O.



- 6. a) What do you mean by press advertising media ?
- b) Explain the social implications of advertising.
- c) Discuss the role and advantage of advertising agency. (4x9=36)

SECTION – B

Answer **any two** in the following Section. **Each** question carries **12** marks.

- 7. What is the economic and social role of advertising ? To what extent do you approve these roles.

OR

“Motivation is the force which influence individual to expand efforts. Why is it considered especially in case of sales personnel ? What are the important elements of motivational mix for sales personnel ?

- 8. Describe objective and task method of budgeting. How this method does relates to the decision sequence framework ?

OR

Distinguish between Marketing, Selling and Sales Management. How do they relate and how do they differ ? What are the preliminary objectives of each ? (2x12=24)