

M-com 504

Paper / Subject Code: 67507 / Business Studies (Management): Advertising and sales Management

M-com-2 (Sem - 4th) Winter 2023

12/12/23

Time: 2 Hours

Total Marks: 60

N.B: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

- Q.1 a) Discuss the concept and features of Advertising. (08)
b) Explain the various functional departments of an Ad Agency. (07)

OR

- c) Describe the various reasons for losing clients by an advertising agency. (08)
d) Elaborate the criteria for selecting suitable ad media. (07)

- Q.2 a) What are the elements considered by the ad agencies while developing TV Commercials. (08)
b) Discuss the social issues in Advertising. (07)

OR

- c) Explain the economic benefits of advertising. (08)
d) Elaborate the legal framework of Advertising. (07)

- Q.3 a) What is the importance of Sales Management? (08)
b) Explain the Training Methods of Sales Force. (07)

OR

- c) What is Sales Force Management? Explain its Selection Procedure. (08)
d) Explain the steps in developing a sales organization. (07)

- Q.4 A) Fill in the blanks with appropriate options (05)

1) _____ is not an indoor media of advertising.

- a) Internet b) Magazine c) Radio d) Hoarding

2) In _____ advertisement, headline is an important element of advertising copy.

- a) Television b) Print c) Radio d) Outdoor

3) _____ is a voluntary self-regulatory organization of the advertising industry in India.

- a) IMS b) DD c) ASCI d) ISI

4) Knowledge of human _____ is needed to understand the behavior pattern which is essential for sales force.

- a) Physical b) Psychology c) Intellectual d) Emotion

5) The size of the sales _____ also depends on the ability and experience of the sales force.

- a) territory b) quotas c) potentials d) quality

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Q.4 B) State whether following statements are True or False: (05)

- ✓ 1) Full-service ad agency offers limited service to the clients. F
- ✓ 2) Direct marketing unables to connect directly with targeted consumers to gain immediate response. I
- ✓ 3) Teleconference sales training can be a cost-effective method, as the sales staff does not have to travel to go through training. T
- ✓ 4) A sales plan is a strategic document that outlines the business targets, resources and sales activities. T
- ✓ 5) Sales control is one of the functions of sales management. I

Q.4 C) Match the columns : (05)

Column 'A'	Column 'B'
✓ 1. Twitter b	a. Communication ✓
✓ 2. AIDA model d	b. Free micro blogging ✓
✓ 3. Physical Characteristics e	c. Cost-effective ✓
✓ 4. Soft skills	d. E.K. Strong ✓
✓ 5. E- Selling c	e. Sound Health ✓

OR

Q.4 Write Short Notes (Any Three) (15)

- 1) Sales Forecasting
- 2) Sales Budget
- 3) Sales Territory
- 4) Role of IT in Sales Management
- 5) Importance of Customer Feedback