

This question paper contains 4 printed pages]

Your Roll No. ....

2881

M.Com./Sem. III (NC)

F

Paper No. MJ312 ; Advertising and Sales Management

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt All questions.

Attempt all parts of the questions together.

Give precise answers only.

All questions carry equal marks.

1. (a) Define advertising. Explain the economic and social justifications for the use of advertising as a promotion tool.
- (b) Differentiate between personal selling, sales management and salesmanship. Explain the conditions effecting interactions between sales person and the prospect.

P.T.O.

Or

- (c) Explain the concept of Integrated Marketing Communication (IMC) and the conditions requiring its adoption on the part of the marketer.
- (d) Describe the stages of personal selling process. Do you agree that sales persons spend more time in prospecting than on any other stage of selling process ? Why or why not ? 10+10

2. Attempt any *two* of the following :

- (a) What is creativity ? Describe the steps of creative process.
- (b) Explain the steps of recruiting process. What factors should a sales manager consider before deciding about the recruitment source to use ?
- (c) Draw a comparison between commission and fee based methods of remunerating an advertising agency. 10+10

3. Attempt any *two* of the following :

- (a) Critically evaluate DAGMAR approach to setting of advertising objectives.

(b) Comment on continuous pattern as an effective media scheduling pattern.

(c) Understanding components of communication process is sufficient to plan communication in relation to marketing of a product. Elucidate. 10+10

4. Attempt any *two* of the following :

(a) What compensation mix do you think is best for creative selling :

(i) For intangible products like insurance

(ii) By medical representative calling on physician

(iii) By a sales person of a large factory machines.

(b) Discuss the elements of basic training programmes. Are these elements in any way different from elements of continuous training programs ?

(c) What are the various measures used for salesperson's performance appraisal ? Discuss the steps involved in evaluating the salesperson's performance. 10+10

5. (a) Explain the stages of evaluating ad effectiveness. Do you agree that evaluating ad effectiveness should not be encouraged as it interferes with the creative process ? Give reason and take any *two* methods of evaluating ad effectiveness to support your argument.
- (b) What are the antecedents of sales person's motivation ? To what extent do you consider salespeople differ in their motivation from workers in other organization ? Name some extrinsic and intrinsic rewards that can be used in motivating sales force.

Or

- (c) Giving an example to explain the terms : Reach, Frequency, GRP and TRPs in regard to media selection. What are the issues involved in using these quantitative considerations of media vehicle selection ?
- (d) Write a note on sales audit and cost analysis as control mechanism of personal selling efforts. 10+10