

This question paper contains 4 printed pages]

Your Roll No.....

7272

G

M.Com./Sem. III (NC)

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 parts of the question together.

Answer should be precise.

1. (a) Explain the types of advertising. What is the economic and social justifications for the use of advertising as a promotion tool ?
- (b) Personal selling is an evolving activity and sales persons are better to be referred as relationship managers. Discuss.

Or

- (c) Define the term 'Advertising'. Draw the comparison between advertising and the other forms of marketing communication ? How does advertising complement other forms of marketing communication ? Give example.

P.T.O.

- (d) What are the various ways to compensate the salesperson's performance ? What are the criteria for the choice of compensation plan ? What are the effects of compensation dissatisfaction ? 10,10

2. Attempt any *two* of the following :

- (a) Explain the media vehicle decision and the underlying considerations.
- (b) Draw a comparison between commission and fee based methods of remunerating an advertising agency.
- (c) Explain the steps of recruiting process. What are the factors a sales manager should consider before deciding about the recruitment source to use ? 10,10

3. Comment on any *two* of the following :

- (a) DAGMAR approach to setting of advertising objectives.
- (b) Continuous pattern as an effective media scheduling patterns.

- (c) Relevance of understanding components of communication process in relation to advertising. 10,10
4. Attempt any *two* of the following.
- (a) Explain the process of evaluating sales person's performance. Who should evaluate sales persons and why ?
- (b) Discuss the elements of basic training programmes. Are these elements in any way different from elements of continuous training programs ?
- (c) Differentiate between market analysis and sales forecasting. Briefly explain the methods of sales forecasting. 10,10
5. (a) Explain the stages of evaluating ad effectiveness. Describe some of the effectiveness measures that might be used to measure non-quantifiable aspects of advertising.
- (b) What are the antecedents of sales person's motivation ? To what extent do you consider

salespeople differ in their motivation from other workers in the organization ?

Or

(c) Explain the terms : Reach, Frequency, GRP and TRPs.

What is their relevance in media planning ?

(d) Explain the ethical issues in selling. 10,10