

Exam. Code : 107305

Subject Code : 2144

B.Com. (Prof.) 5<sup>th</sup> Semester

**BCP-522 : ADVERTISING & SALES MANAGEMENT**

Time Allowed—3 Hours]

[Maximum Marks—50

**SECTION—A**

1. Write short notes on any **ten** of the following :

- (i) Advertising — Social Process
- (ii) DAGMAR approach
- (iii) Affordability methods in advertising budget
- (iv) Indoor Media
- (v) Direct Advertising
- (vi) Media Vehicles
- (vii) Sales meetings
- (viii) Mechanical test in advertising effectiveness
- (ix) Sales Promotion
- (x) Budget Quota
- (xi) Wedge Shape Sales Territory
- (xii) Moral Appeals. 10×1=10

**SECTION—B**

(Attempt any **two** questions)

2. What is advertising agency ? Explain the functions of advertising agency.
3. What do you understand by ethics in advertising ? Discuss any five unethical advertisements.
4. What are the objectives of advertising ? Discuss various approaches task of objective setting.
5. Discuss the various methods of advertising budget and discuss in brief the factors affecting the advertising budget.

10×2=20

**SECTION—C**

(Attempt any **two** questions)

6. What is personal selling and discuss the primary objectives of personal selling ?
7. Explain in detail different methods and techniques of sales force motivation.
8. What is the sales force recruitment process ? Explain different sources of sales force recruitment.
9. Explain the different factors determining the size of sales force.

10×2=20