

Exam. Code : 217604

Subject Code : 5302

M.Com. 4th Semester

ADVERTISING AND SALES MANAGEMENT

Paper—Group—D MC 451

Time Allowed—2 Hours] [Maximum Marks—100

Note :— Attempt any **four** questions. All questions carry equal marks.

1. Discuss the nature and scope of Advertising. How advertisement acts as a tool of communication ?
2. Critically analyze the DAGMAR Approach in Advertising.
3. Discuss the basis for segmentation strategies for advertising.
4. Write notes on each of the following :
 - (i) Misleading Advertising
 - (ii) Legal aspects of Advertising.
5. Why is it important to measure advertising effectiveness ? Discuss pre and post measures to evaluate effectiveness.

6. Explain the role of advertising agencies. Discuss types of advertising agencies.
7. Elaborate the process of recruitment of sales force. Discuss various sources of recruitment.
8. Define concepts Sales territories and Sales quotas. Discuss the objectives and types.