

**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