

CREDIT BASED SIXTH SEMESTER B.Com DEGREE EXAMINATION
APRIL 2014
COMMERCE
ADVERTISING AND SALES MANAGEMENT

Time: 3 Hrs

Max. Marks: 80

SECTION – A

Answer any THREE questions.

3X20=60

1. Define Advertising. Explain its objectives and explain whether advertising is an economic waste.
2. What is an Advertisement Copy? Explain essentials of good advertisement copy and its various types.
3. Explain the various tests used to measure the effectiveness of advertising.
4. Explain how salesmen are recruited and remunerated.

SECTION – B

Answer any THREE questions.

3x5=15

5. Explain the ethical issues involved in advertising.
6. Explain the strengths and weakness of indoor and outdoor media of advertising.
7. What are the different methods of training the salesmen?
8. Explain the role of public relations department in an organization.

SECTION – C

Answer ALL the questions.

5x1=5

9. What are the sales promotion tools?
10. Give the meaning of AIDA Model.
11. What is Advertising Research?
12. State two methods in which a salesman can be controlled.
13. What is art of selling?

COM 603.1

Reg. No.

**CREDIT BASED SIXTH SEMESTER B.Com DEGREE EXAMINATION APRIL 2015
COMMERCE
ADVERTISING AND SALES MANAGEMENT**

Time: 3 Hrs

Max. Marks: 100

SECTION – A

Answer any THREE questions:

3×20=

1. Define Advertising. Explain its features and explain whether advertising is an economic waste.
2. What is an advertisement copy? Explain essentials of good advertisement copy and its various types.
3. What is the need for training of salesmen? Explain various methods of training?
4. Explain the various tests used to measure the effectiveness of advertising.

SECTION – B

Answer any THREE questions:

3×5=

5. Briefly explain different outdoor medias of advertising.
6. What are the different methods of remunerating the salesmen?
7. Explain the ethical issues involved in advertising.
8. Explain the role of public relations department in an organization.

SECTION – C

Answer all the questions:

5×1=

9. What is publicity?
10. Give the meaning of AIDA Model.
11. Explain two essential qualities of a salesman.
12. State any four advertising budgeting methods.
13. What is meant by behavioural equation theory of selling?

COM 603.1

Reg. No.

CREDIT BASED SIXTH SEMESTER B.Com. DEGREE EXAMINATION

APRIL 2016

COMMERCE

ADVERTISING AND SALES MANAGEMENT

Time: 3 Hrs.

Max. Marks: 80

SECTION – A

Answer any THREE questions:

3×20=60

1. What is advertising? Describe the role and importance of advertising in a developing economy like India.
2. What is an advertising media? Describe the various types advertising media with relative merits and demerits.
3. How can the advertising manager evaluate the effectiveness of a company's advertising through testing methods? Explain.
4. What are the different methods of remunerating and controlling salesmen?

SECTION – B

Answer any THREE questions:

3×5=15

5. Explain the "Right set of circumstances theory of selling".
6. What is an advertising agency? What are the functions of an Ad agency?
7. Explain the qualities of a successful sales manager.
8. What is an Ad copy? Explain the essentials of a good Ad copy.

SECTION – C

Answer ALL the questions:

5×1=5

9. What is Publicity?
10. What is an advertising layout?
11. What is ethics in advertising?
12. What is Ad co-ordination?
13. Write any two differences between personal selling and advertising.
