

4/H-76 (xi) (d) (Syllabus-2019)

2 0 2 3

(May/June)

COMMERCE

(Honours)

(Sales and Advertisement Management)

(BC-406)

(Under Revised Syllabus)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Define sales presentation. How will the design and delivery of sales presentation help in enhancing sales? 5+5=10
- (b) Mention the various modes to motivate sales personnel. 5

Or

- (a) Describe the different methods of sales training. State the evaluation criteria for a sales training programme. 5+5=10

(2)

- (b) How are sales force performance determined? 5
2. (a) What do you understand by sales quota? How is sales quota determined? 5+5=10
- (b) Elaborate on the essentials of marketing logistics. 5
- Or
- Write notes on the following : 5×3=15
- (a) E-Commerce
- (b) E-Retailing
- (c) Channel Conflict
3. (a) Discuss the purpose and benefits of advertising in terms of reach and frequency. 10
- (b) Why is it important to have ethics in advertising? 5
- Or
- (a) Define AIDA Model. Discuss in detail the various aspects of integrated market communication process. 3+7=10
- (b) Discuss the requisites of an effective advertising campaign. 5

(3)

4. (a) What are the common methods used for setting the advertising budget? 8
- (b) Write a note on the changing role of media vehicles. 7
- Or
- Point out the differences between : 5×3=15
- (a) Brand extension and line extension
- (b) Sponsorship and celebrity endorsement
- (c) Independent and integrated online media tool
5. (a) What do you mean by 'advertising appeal'? Describe the essentials of a good appeal. 3+7=10
- (b) Write a brief description on the interactive communication tools. 5
- Or
- (a) What is advertising effectiveness? State and explain the pre-testing methods of evaluating advertising effectiveness. 3+7=10
- (b) Discuss the role of social networking in advertising. 5
