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(July)

COMMERCE

(Honours)

(Sales and Advertisement Management)

(BC-406)

Marks : 75

Time : 3 hours

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

1. Define sales management. Who is a sales professional? Give an account on the professional selling skills of a salesman.

5+3+7=15

Or

What should a sales presentation include?
How do you deliver an effective sales presentation in case of vacuum cleaners?

7½+7½=15

2. What do you mean by sales control? Discuss the concepts and benefits of sales quotas and territories.

5+10=15

Or

What is supply chain management? Discuss the role of market logistics in wholesale and retail services.

5+10=15

3. What is integrated marketing communication? Discuss the importance of creativity in advertising by citing suitable examples.

5+10=15

Or

(a) Discuss AIDA model.

7

(b) Explain the role and importance of planning and campaigning in advertising.

8

4. What is media strategy? Distinguish between sponsorship and celebrity endorsement.

5+10=15

Or

Discuss the concepts and applicability of brand equity and brand extension. Justify your answer with three examples each.

15

(3)

5. (a) Explain message design and development process. 7

(b) Highlight on the role of media planning and selection for effective advertising campaign. 8

Or

Do you think that digital and interactive communication process is more effective than conventional mode of promoting the goods and services? Justify your answer with suitable examples. 15

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