

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

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(May/June)

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. (a) "The new age customer wants to feel valued."
In the light of the above statement,
explain prospecting of customers. 10
- (b) How to build a better sales compensation plan? 5
- Or*
- (a) Explain win-win solutions in professional selling concepts. 10
- (b) What motivates and drives sales personnel to perform? 5

(2)

2. (a) Do you think assessment of distribution helps sales growth? 8
- (b) Evaluate the role of logistics in wholesale services. 7

Or

- (a) What is franchise sale? How to design a franchise plan? 4+4=8
- (b) Highlight the reasons behind sales-channel conflict. 7

3. (a) Explain the importance of brand awareness in advertising campaign. 8
- (b) What are the elements of creativity in advertising? 7

Or

- (a) Discuss customer experience strategy in integrated marketing communication. 8
- (b) Explain reach and frequency in advertising. 7
4. (a) Explain the considerations in advertising budget. 8
- (b) What is brand equity? Explain its merits. 7

(3)

Or

- (a) How are media research and testing relevant in market understanding? 8
- (b) Explain celebrity advertising on a product line endorsement. 7
5. (a) Signify the importance of digital media planning. 8
- (b) Explain eBay marketing approaches. 7

Or

- (a) Explain delight as Ad appeal. 8
- (b) What are the significances of YouTube advertising? 7

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