

**4/H-76 (xi) (d) (Syllabus-2015)**

**2 0 1 9**

**( April )**

**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. Discuss the importance of sales management in marketing of goods or services. 15

*Or*

Explain the concept of sales presentation. How would you design sales presentation for a life insurance product? 5+10=15

2. What do you mean by channel conflict and cooperation? How would you achieve cooperation among the channel members dealing with the sale of a new brand of smartphone? 5+10=15

( 2 )

Or

(a) Distinguish between e-commerce and e-retailing. 8

(b) Write a note on e-retailing in India. 7

3. What is advertising? Write a note on advertising campaign in respect of an Indian brand in recent years. 5+10=15

Or

"Much criticism of advertising centres around the false claims made in promoting products, and they too often urges consumers to make purchases they don't need." Discuss the ethical issues involved in advertising in the light of this statement. 15

4. Write short notes on the following :  $7\frac{1}{2}+7\frac{1}{2}=15$

(a) Budgetary consideration

(b) Media strategy

Or

(a) Types of media

(b) Celebrity endorsement

( 3 )

5. How would you go about media planning and selection in case of a new brand of beauty soap? 15

Or

Discuss the contemporary trends in advertising in the context of digital and interactive communication.

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