

This question paper contains 3 printed pages]

7029

Your Roll No.....

M.Com./Semester III (OC) G

Paper No. 7131 : Advertising and Sales Management

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt *all* parts of the question together.

Answers should be precise.

1. Attempt any *two* of the following : 10,10
- (a) What is the economic and social role of advertising ? To what extent do you approve of these roles
- (b) Briefly explain advertising planning process. How does the understanding and adoption of IMC perspective affect advertising decisions ?
- (c) Describe objective and task method of budgeting. How does this method relate to the decision sequence framework ?

P.T.O.

2. Attempt any *two* of the following : 10,10
- (a) Explain the legal measures that can be undertaken to curb unfair and deceptive advertising. What are the recent changes being carried out in this direction ?
 - (b) What are the alternative ways to compensate an advertising agency ? Discuss their advantages and disadvantages.
 - (c) Explain the concept of Reach, Frequency, GRP and TRP. What are the trade-offs generally an advertiser need to deliberate on ?
3. Attempt any *three* of the following : 7,7,6
- (i) Critically analyze DAGMAR approach
 - (ii) Conditions for setting advertising expenditure on the basis of profit maximizing models
 - (iii) Factors leading the marketer to use repositioning strategy.
 - (iv) Difference between market analysis and sales forecasting.

4. Attempt any *two* of the following : 10,10

- (a) Distinguish among marketing, selling and sales management. How do they relate and how do they differ ? What is the primary objective of each ?
- (b) Why evaluation of sales training is an important step ? What are the ways to measure the effectiveness of training programme ?
- (c) Motivation is the force which influences individuals to expand effort. Why is it considered especially applicable in the case of sales personnel ? What are the ingredients of motivational mix for salesperson ?

5. Write short notes on any *four* of the following : 4×5=20

- (a) Difference between approach and the pre-approach stages of the selling process
- (b) Ethical issues in selling
- (c) Antecedents of salesperson's motivation
- (d) Difference between market analysis and sales forecasting
- (e) A-C-M-E-E approach to training.