

**Revision Paper (2022-23)**

**Class- B.com-III**

**Subject: Advertising and Sales Management**

**Paper-BC-306 (i)**

**Time: 3 Hours**

**Maximum Marks: 80**

**Note:** Attempt five questions in all, selecting at least one question but not more than two questions from any unit. All question carry equal marks.

**UNIT-I**

1. What do you mean by communication? Discuss its role in marketing. Discuss the process of communication with the help of a diagram.
2. What do you mean by promotion mix? Explain the factors determining promotion mix.
3. Discuss various economic aspects of advertising.
4. What is Advertising Budget? Explain in brief the various methods of determining advertising Budget.

**UNIT-II**

5. What do you mean by Media Scheduling? Explain the various media Scheduling Strategies and discuss various factors affecting it.
6. What do you mean by Advertising Effectiveness? Explain any five pre-testing methods and five post-testing methods of measuring advertising effectiveness.
7. a) What do you understand by Ad-Copy? Explain the various Elements/ Components of Print Ad-copy.  
b) Write a short note on Advertising Appeals

**UNIT-III**

8. What is Sales Management? Explain the objectives and functions of Sales Management.
9. What is Sales Budget? Discuss the steps involved in preparing Sales Budget.
10. What do you understand by Sales Quota? Explain the factors that determine the sales quota. Also explain the essentials or requisite of an ideal quota.