

Revision Paper (2016-17)
Class-B.Com-III
Sub: Adv and Sales Management
Paper- VI: Opt (v)

Maximum Marks: 80

Time: 3 Hours

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

UNIT-II

4. What do you mean by advertisement copy? Explain the requisites for an effective ad – copy.
5. What do you mean by media planning? Explain factors affecting media planning.
6. What is meant by measuring the effectiveness of advertising? Explain the main methods for evaluating effectiveness of advertising.

UNIT-III

7. Define sales management. Explain the function of sales management in detail.
8. Describe in brief the importance of sales training. Explain different methods of training salesman.
9. What are various methods of compensating the sales force? Which method you consider best, and why? Explain.
10. Write short notes on the following:

(a) Sales Budget

(b) Sales Quota

(c) Sales Territory