

M. COM
Fourth Semester (Repeat)
SALES & ADVERTISING MANAGEMENT
(MCM – 405 B)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. Elaborate the various socio-economic issues associated with advertising. (10)
2. What is advertising? Briefly elaborate the Hierarchy of Effects Model. (2+8=10)
3. Who is an advertiser? Explain the different perspectives on advertising. (2+8=10)
4. Write a short note on: (5+5=10)
 - a) Word of mouth advertising.
 - b) Brand Equity.
5. "Integrated Marketing Communications is a complex process." Justify the statement. (10)
6. Define compensation. Analyze the various types of compensation plan for sales people. (2+8=10)
7. What do you understand by personal selling? Briefly explain the characteristics of ideal sales person. (2+8=10)
8. Define sales territories. Briefly discuss the methods of determining the sales force size. (2+8=10)

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Fourth Semester (Repeat)
SALES & ADVERTISING MANAGEMENT
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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. Advertising focuses on:
 - a. Product
 - b. Target Market
 - c. Sales
 - d. All the above
2. Sales territory design aims at:
 - a. Providing proper market coverage
 - b. Improving customer services and relationships
 - c. Controlling selling expenses
 - d. All the above
3. Size of the sales force depends on:
 - a. Market potential
 - b. Workload in the territory
 - c. Both a & b
 - d. Neither a nor b
4. The process of attracting more applicants for the post of vacant job position is referred to:
 - a. Recruitment
 - b. Selection
 - c. Placement
 - d. Orientation
5. Immediate by-product of job analysis is:
 - a. Job description
 - b. Job enrichment
 - c. Both a & b
 - d. Neither a nor b
6. Which of the following is the objective of sales management?
 - a. Sales volume
 - b. Contribution to the profit
 - c. Both a and b
 - d. Neither a nor b
7. In AIDA theory, Last letter A stands for:
 - a. Action
 - b. Advertisement
 - c. Attention
 - d. Apprehension
8. The ideal sales person is represented by the characteristics:
 - a. Selfish
 - b. Polite
 - c. Both a & b
 - d. Neither a nor b
9. 'X' is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. What 'X' refers to?
 - a. Personal selling
 - b. Advertising
 - c. Sales promotion
 - d. Publicity
10. Media used in industrial advertising:
 - a. Trade magazines
 - b. Direct mail
 - c. Telephone
 - d. All the above
11. Advertisement promoting 'Swachh Bharat Abhiyan' is an example of:
 - a. Product advertising
 - b. Service advertising
 - c. Experience advertising
 - d. Idea advertising
12. 'X' can be define as the sharing of a common meaning: what 'X' refers to?
 - a. Communication
 - b. Production
 - c. Distribution
 - d. Advertisement
13. Advertising inhibits competition:
 - a. Social perspectives of advertising
 - b. Psychological perspectives of advertising
 - c. Economic perspectives of advertising
 - d. Historical perspectives of advertising
14. Most appropriate sequence of advertising planning:
 - a. Situation analysis → Marketing Program → Advertising Plan → Implementation
 - b. Marketing Program → Situation analysis → Advertising Plan → Implementation
 - c. Situation analysis → Advertising Plan → Marketing Program → Implementation
 - d. Advertising Plan → Marketing Program → Situation analysis → Implementation

15. Which of the following is not an example of consumer promotion?
 a. Low cost financing deals
 b. Free coupons
 c. Rebates
 d. Trade discounts
16. DAGMAR stands for:
 a. Defining Advertising Goals for Measured Action Result.
 b. Defining Action Goals for Measured Advertising Result.
 c. Defining Action Goals for Managing Advertising Result.
 d. Defining Advertising Goals for Measured Advertising Result.
17. Elements of brand equity:
 a. Brand loyalty
 b. Brand awareness
 c. Perceived quality
 d. All the above
18. Which of the following represents the hierarchy of effects model of the communication appropriately?
 a. Comprehension & Image → Unaware → Aware → Attitude → Action
 b. Unaware → Aware → Attitude → Comprehension & Image → Action
 c. Unaware → Comprehension & Image → Aware → Attitude → Action
 d. Unaware → Aware → Comprehension & Image → Attitude → Action
19. Changing between different channels using the remote control without paying much attention to any program is called:
 a. Zapping
 b. Zipping
 c. Clutter
 d. None of the above
20. An act of running fast forward on pre-recorded programme is called:
 a. Zapping
 b. Zipping
 c. Clutter
 d. None of the above



University of Science and Technology, Meghalaya

Date Stamp: _____

SESSION 2016-17																													
COURSE _____ PAPER CODE: _____																													
NAME OF THE PAPER: _____																													
SEMESTER _____																													
<p style="text-align: center;"><u>Instructions to Candidates</u></p> <p>1. This answer booklet has 4 pages. Please check before writing whether it is complete or in good condition.</p> <p>2. Do not write your name anywhere in the answer booklet.</p> <p>3. Write legibly on both sides of the paper</p> <p>4. You may use some space for any rough notes or calculation on the answer booklet if you need. These rough notes, calculations must be scored out before submitting the answer booklet.</p> <p>5. Do not bring any book or loose paper in the examination hall.</p> <p>6. Do not tear any page from the answer booklet.</p> <p>7. Do not write anything on the question paper or blotting paper or any pieces of paper while you are in the examination hall.</p> <p>8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion.</p> <p>9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination.</p> <p>10. Additional answer sheet will be supplied after the main answer booklet is completed.</p>	<p>For Objective Type Questions</p> <table border="1"> <thead> <tr> <th>Page No.</th> <th>Marks</th> </tr> </thead> <tbody> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr> <td>Total</td> <td> </td> </tr> </tbody> </table>	Page No.	Marks																			Total			Session: 2016-17 Course _____ Roll No. _____ Enrollment No. _____ Semester _____ Name of the Paper _____ Paper Code _____				
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Scrutinizer's Signature

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