

MASTER OF COMMERCE
FOURTH SEMESTER
SALES & ADVERTISING MANAGEMENT
MCM-405 B

(Use separate answer scripts for Objective & Descriptive)

Duration: 3 hrs.

Full Marks: 70

[PART-A : Objective]

Time: 20 min.

Marks: 20

Choose the correct answer from the following:

1x20=20

- 'Z' is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. What 'Z' refers to?
 - Personal selling
 - Advertising
 - Sales promotion
 - Publicity
- Advertisement promoting 'Beti Bachao, Beti Padaon' is an example of:
 - Product advertising
 - Service advertising
 - Experience advertising
 - Idea advertising
- 'Y' can be defined as the sharing of a common meaning; what 'Y' refers to?
 - Communication
 - Production
 - Distribution
 - Advertisement
- In relationship selling, salesperson's focus is on:
 - Delivering value to the customer
 - Price
 - Product
 - None of the above
- Size of the sales force depends on:
 - Market potential
 - Workload in the territory
 - Both a & b
 - Neither a nor b
- Sales territory design aims at:
 - Providing proper market coverage.
 - Improving customer services and relationships.
 - Controlling selling expenses.
 - All the above.
- The process of classifying the applicant into two group i.e. suitable for the job and not suitable for the job is referred to:
 - Recruitment
 - Selection
 - Placement
 - Orientation
- An act of running fast forward on pre-recorded programme is called:
 - Zapping
 - Zipping
 - Clutter
 - None of the above
- Changing between different channels using the remote control without paying much attention to any program is called:
 - Zapping
 - Zipping
 - Clutter
 - None of the above

10. Immediate by-product of job analysis is:
 a. Job description
 b. Job specification
 c. Both a & b
 d. Neither a nor b
11. 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
12. Which of the following is not the objective of sales management?
 a. Sales volume
 b. Contribution to the profit
 c. Continuing growth
 d. Inventing a new technology
13. _____ represents the like-dislike feeling towards a brand.
 a. Brand image
 b. Brand attitude
 c. Brand personality
 d. None of the above
14. Elements of brand equity:
 a. Brand loyalty
 b. Brand awareness
 c. Perceived quality
 d. All the above
15. _____ is the impression in the consumers' mind of a brand's total personality; real and imaginary qualities and shortcomings.
 a. Brand
 b. Brand attitude
 c. Brand personality
 d. Brand image
16. Advertising inhibits competition:
 a. Social perspectives of advertising.
 b. Psychological perspectives of advertising.
 c. Economic perspectives of advertising.
 d. Historical perspectives of advertising.
17. 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.
18. _____ is the association of human characteristics with a brand name to which consumers can relate.
 a. Brand feelings
 b. Brand attitude
 c. Brand personality
 d. Brand image
19. In AIDA theory, D stands for:
 a. Desire
 b. Dedication
 c. Demand
 d. None of the above
20. The ideal sales person is represented by the characteristics:
 a. Polite
 b. Selfish
 c. Both a & b
 d. Neither a nor b

(**PART-B : Descriptive**)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Explain AIDA approach to advertising with relevant illustration. 10
2. What do you understand by rational creative approach to advertising? Discuss different kinds of advertising under rational creative approaches. 2+8=10
3. Discuss the various features that make an ad more likeable. 10
4. Define advertising. Explain the social, legal and economic issues associated with advertising. 2+8=10
5. Elaborate the role of advertising within the marketing program and within the communication mix. 10
6. What is personal selling? Highlight different skills and responsibilities of a sales person. 2+8=10
7. Define sales territory. Elaborate the importance of sales territory. 2+8=10
8. Write short notes on: (any two) 5+5=10
 a) Estimation of sales force size.
 b) Sales force motivation.
 c) Personal selling as career.

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