

**M.COM**  
**FOURTH SEMESTER**  
**SALES & ADVERTISING MANAGEMENT**  
**MCM-405 B**

**Duration: 3 Hrs.**

**Marks: 70**

{ Part : A (Objective) = 20 }  
{ Part : B (Descriptive) = 50 }

[ PART-B : Descriptive ]

**Duration: 2 Hrs. 40 Mins.**

**Marks: 50**

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

1. 'Advertising suffers from various social and economic issues'. Justify the statement. (10)
2. What is advertising? Briefly elaborate the DAGMAR approach to advertising. (2+8=10)
3. Design a framework for advertising planning and decision making. (10)
4. Write a short note on: (5+5=10)
  - a. Group influence
  - b. Word of mouth advertising
5. 'Copywriting, illustrating, and layout are different activities associated with the creative stage of advertising development'. Elaborate the statement. (10)
6. What is sales policy? Discuss the issues associated with the formulation of sales policies. (2+8=10)
7. What do you understand by personal selling? Briefly explain the roles and responsibilities of a sales person. (2+4+4=10)
8. Define sales territories. Briefly discuss the process of designing sales territories. (2+8=10)

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[ PART-A : Objective ]

Choose the correct answer from the following:

1×20=20

1. In relationship selling, salesperson's focus is on:  
 a. Delivering value to the customer.  
 b. Price  
 c. Product  
 d. None of 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 classifying the applicant into two group i.e. suitable for the job and not suitable for the job is referred to:  
 a. Recruitment  
 b. Selection  
 c. Placement  
 d. Orientation
5. Immediate by-product of job analysis is:  
 a. Job description  
 b. Job specification  
 c. Both a & b  
 d. Neither a nor b
6. 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
7. In AIDA theory, A stands for:  
a. Action                      b. Advertisement  
c. Attention                    d. Apprehension
8. The ideal sales person is represented by the characteristics:  
a. Polite  
b. Selfish  
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

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# UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



## Question Paper CUM Answer Sheet

### [PART (A) : OBJECTIVE]

Serial no. of the main  
Answer sheet

Course : .....

Semester : ..... Roll No : .....

Enrollment No : ..... Course code : .....

Course Title : .....

Session : 2016-17 ..... Date : .....

#### Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- The student shall write the answer in the box where it is provided.
- The student shall not overwrite / erase any answer and no mark shall be given for such act.
- Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Full Marks	Marks Obtained	Remarks
20		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature