



M.COM.-BUSINESS MANAGEMENT

SEMESTER IV

SUBJECT: ADVERTISING AND SALES MANAGEMENT

MARKS: 60

Important Instructions:

- Questions Paper contains two sections.
- Section A contains 30 Multiple Choice Questions with one mark each.
- Section B contains 4 Descriptive Type questions with 7.5 marks each.
- Numbers in bracket indicate marks.

SECTION A

ANSWER THE FOLLOWING MULTIPLE CHOICE QUESTIONS (30 Marks)

1. Advertising is a ----- form of communication.
i) paid ii) unpaid iii) expensive iv) cheap
2. Advertising is a _____ element of marketing mix.
i) Price ii) Promotion iii) Product iv) Place
3. ----- is not an indoor media of advertising.
i) Internet ii) Magazine iii) Radio iv) Hoarding
4. ----- is an ad agency owned and operated by the advertiser.
i) Creative Boutique ii) Virtual Agency iii) Full Service Agency iv) In-House Agency
5. In ----- advertising, the advertising cost is shared by two or more parties.
i) cooperative ii) digital iii) internet iv) global
6. Under ----- method, the companies advertise at any time whenever they have money to spend.
i) Affordability ii) Objective and Task-based iii) Best Guess iv) The Maximum Amount

7. Giving financial help to support an event is an example of-----.

- i) Telecommunication ii) Sales Promotion iii) Sponsorship iv) Digital

8. ----- advertising is also known as airborne advertising.

- i) Aerial Media ii) Social Media iii) Digital Media iv) Radio

9. ----- is done while the advertising campaign is running.

- i) Pre-testing ii) Concurrent Testing iii) Post-Testing iv) Future Testing

10. When the advertiser is creating an ad, the consumer is his _____.

- i) consumer ii) seller iii) supplier iv) audience

11. ----- is an important element of copy writing for radio.

- i) Music ii) Headline iii) Illustration iv) Logo

12. _____ type of advertising is aimed at creating awareness about the social concerns in society.

- i) economic ii) social iii) political iv) cultural

13. Which team consists of the Board of Governors, the Consumer Complaints Council (CCC) and its Secretariat.

- i) ASCI's ii) IBD's iii) MDA's iv) IFS's

14. _____ test is a recognition test.

- i) Readability ii) Believability iii) Attitude iv) Starch

15. For making advertisements more effective, the manufacturers improve _____ and launch new products.

- i) Existing products ii) Advertisement style iii) Marketing channel iv) Sponsors

16. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights _____.

- i) Advertising clutter ii) Corporate Social Responsibility iii) Advertising Revolution
iv) Mass advertising

17) _____ involves activities and functions related to the distribution of goods and services.

- a) Allocation of resources b) Raising finance
c) Sales Management d) Human Resource Management

- 18) Sales Management is a component of _____
- a) Production Management b) Marketing Management
c) Financial Management d) Quality Management
- 19) The process of selling starts with _____
- a) Presentation b) Closing Sales Presentation
c) Follow up d) Prospecting
- 20) At _____ stage of selling process, the sales person resolves the questions or concerns of the prospects.
- a) Planning b) Qualifying prospect
c) Organizing d) Overcoming objections
- 21) _____ is one of the qualities required to be effective sales manager
- a) Passive listening b) Time Management
c) Delayed services d) Aggressive
- 22) Sales force selection procedure involves _____ step.
- a) Quality control b) Allocation of financial resources
c) Job offer d) Distribution
- 23) Sales force compensation method includes _____.
- a) Work overload b) Job offer letter
c) Commission d) Lack of opportunities
- 24) The objective of sales organization is _____
- a) Misrepresentation b) Sell inferior quality goods
c) To allocate sales territories d) Create artificial shortage of goods
- 25) Contains setting up objectives of selling activities, determining and scheduling the steps to achieve these objectives.
- a) Sales control b) Sales Coordination
c) Sales Planning d) Sales Audit
- 26)..... Method is useful for forecasting of new product which has no previous sales / historical data.

Q. 3 ANSWER ANY ONE OF THE FOLLOWING

(7.5 Marks)

- Explain the features of sales management.
- Highlight the motivational factors to motivate sales force.
- Elaborate the different structures of sales organization.

Q.4. ANSWER ANY ONE OF THE FOLLOWING

(7.5 Marks)

- What is sales planning? Explain the process of sales planning.
- Briefly explain the types of sales quota.
- Explain the role of Information Technology.

मराठी भाषांतर

भाग अ

खालील बहुपर्यायी प्रश्न सोडावा

(३० गुण)

1. जाहिरातहा संवादाचा एक ----- प्रकार आहे.

- i)सशुल्क ii)निःशुल्क iii)महाग iv)स्वस्त

2. जाहिरातविपणन मिश्रणाचा _____ घटक आहे.

- i)किंमत ii)प्रसार iii)उत्पादन iv)जागा

3. ----- हा अंतर्गत प्रसारमाध्यम जाहिरातीचा भाग नाही.

- i)इंटरनेट ii)मासिक iii)रेडिओ iv)होर्डिंग्ज

4. ----- जाहिरात संस्थेची मालकी आणि कामकाज जाहिरातदाराद्वारे होते

- i) क्रिएटिव्हवुटीक ii)आभासी संस्था iii)पूर्ण सेवासंस्था iv) अंतर्गतसंस्था

5. ----- जाहिरातीमध्ये, जाहिरात किंमत दोन किंवा अधिकजणांनी मिळून विभागून घेतलेली असते