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(April)

COMMERCE

(Honours)

(Sales and Advertisement Management)

(BC–406)

Marks : 75

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Discuss the objectives and functions of sales management. 15

Or

Explain the importance of recruitment, selection, training, motivation and controlling aspects of sales force management. 15

2. What do you mean by supply chain management? Explain the importance of franchising in present-day marketing with real life examples. 7½+7½=15

Or

Discuss the role of logistics in retail and wholesale services. 15

3. Explain the concept of integrated market communication. Would you support use of sex in advertisements? Give reasons. 7½+7½=15

Or

Discuss how AIDA model would work in case of a retail shop selling organic vegetables and fruits. 15

4. Discuss the concept of celebrity advertising with some of the recent examples. Do you think using celebrities as brand ambassador would result in desired results? Give reasons. 7½+7½=15

Or

(a) Write a short note on media research. 5

(b) Compare and contrast the print advertising and TV advertising with examples. 10

(Continued)

5. Write short notes on the following : 7½+7½=15

(a) Copy testing

(b) Creativity in advertising

Or

(a) Social networking and advertising

(b) Interactive communication

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