

4/H—76 (xi) (d) (Syllabus-2015)

2 0 1 7

(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*

Answer all questions

1. (a) Discuss the requirements of a good compensation plan. 7
- (b) State the various types of compensation plan along with their advantages and disadvantages. 8

Or

How would you evaluate the sales people in a medium-scale business enterprise? 15

(2)

2. What are the objectives of using sales quotas?
Explain the following categories of quotas :
3+(3+3+3+3)=15

- (a) Sales volume quotas
- (b) Budget
- (c) Activity
- (d) Combination

Or

What is channel conflict? How can a marketing manager resolve these conflicts in a manufacturing industry? Explain with the help of examples. 3+12=15

3. Define the term 'advertisement'. Outline the importance and function of advertisement in the contemporary business scenario. 3+12=15

Or

What is creative advertising? Discuss the various steps involved in the creative process. 5+10=15

4. Evaluate the various methods of determining the size of an advertising budget. 15

(Continued)

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(3)

Or

- (a) What are the factors taken into consideration while formulating media strategy?
8+7=15
 - (b) Discuss the changing role of media vehicles. 8+7=15
5. (a) What do you understand by social networking? 5
- (b) Write short notes on any two of the following : 5×2=10
 - (i) YouTube as a source of advertisement
 - (ii) eBay as a B2C source of communication
 - (iii) TripAdvisor as a tourism promotion portal

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