

4. Answer **any two** of the following questions:  
12×2=24

- (a) What is motivational research? How does it differ from other form of research? 6+6=12
- (b) What are the roles and functions of Advertising Agency? 6+6=12
- (c) What are the various promotional tools designed for salesman? 12
- (d) What are the needs of Sales Quota? Explain the different types of Sales Quota. 4+8=12

Total number of printed pages = 6

**63 (FY) SEM-3/MAJ/COMMAJ2024D**

**2024**

**COMMERCE**

Paper : COMMAJ2024D

**(Advertising and Sales Management)**

Full Marks : 70

Pass Marks : 28

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

1. Choose the correct option of the following questions : **(any six)** 1×6=6

- (a) Advertising mainly impacts consumers
  - (i) physically
  - (ii) intellectually
  - (iii) psychologically
  - (iv) sociologically

(b) What is one of the primary goals of reminder advertising?

- (i) Maintain customer relationship
- (ii) Build brand preference
- (iii) Restore company image
- (iv) Correct false impression

(c) Estimation of sales is facilitated by

- (i) Budget
- (ii) audit
- (iii) control
- (iv) report

(d) DAGMAR Model was developed by

- (i) W.Stanton
- (ii) P.Drucker
- (iii) K.Davis
- (iv) R.Colley

(e) Sales \_\_\_\_\_ encourages a sales force to make a selling effort that is above and beyond the normal expectations.

(f) "Sales promotion means any steps that are taken for the purpose of obtaining or increasing sales" was stated by-

- (i) Kollar and Clark
- (ii) Hanson
- (iii) Bordan
- (iv) AHR Detens

(g) The strategy that encourages dealers and distributor to sell a product is known as

- (i) Push
- (ii) Pull
- (iii) Combination
- (iv) Marketing

(h) Which of the following is more of personal medium of advertisement?

- (i) Internet Advertisement
- (ii) Broadcast Media
- (iii) Direct Mail advertising
- (iv) Print Media



(i) Creating image of product in the minds of target group is called-

- (i) Marketing
- (ii) positioning
- (iii) Branding
- (iv) Popularising

(j) Sales promotion is very important for any product, especially for newly launched and designed product. How it affect the product?

- (i) Affects the quality of product
- (ii) Affects the quantity of product
- (iii) Affects the image of product
- (iv) Affects the price of product

2. Answer the following questions : **(any five)**  
2×5=10

- (a) What is advertising?
- (b) What is media scheduling?
- (c) What is industrial advertising?
- (d) What do you mean by Sales management?

(e) What is marketing communications mix?

(f) What are the characteristics of a Brand?

(g) Mention the two objectives of pre-advertising campaign research.

3. Answer **any six** of the following questions :  
5×6=30

(a) Define advertising Budget.

(b) Write five features of Sales management.

(c) What are the essentials of effective selling?

(d) What are the common practices in use for determining the size of advertising budget?

(e) What are the limitations of advertising?

(f) What are the objectives of Sales Territories?

(g) Discuss the components that influence sales management.

(h) What is the role of advertising in Economic development?

(i) Explain the sales promotion tools.