

**MASTER OF COMMERCE
THIRD SEMESTER
ADVERTISING & SALES MANAGEMENT
MCM-304 B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

1. Which of the following is not a feature of advertising?
 - a. Wide applicability
 - b. Varied objectives
 - c. It is an art
 - d. Flexibility
2. _____ is a planned exercise of integrating various marketing communication tools such as advertising, online marketing, public relation activities, direct marketing, sales campaigns to promote brands so that similar message reaches a wider audience.
 - a. Marketing Communication
 - b. Integrated Marketing Communication
 - c. Elements of Promotion
 - d. Communication
3. Which of the following is not a base used for behavioural segmentation?
 - a. Purchasing habit
 - b. Usage rate
 - c. Conscious beliefs
 - d. Benefits sought
4. Statement I- One sided messages are more effective when the target audience already hold a favourable opinion about the topic
Statement II- Two sided messages are more effective when the target audience holds an opposing opinion.
 - a. Both the statements are true
 - b. Both the statements are false
 - c. Statement I is true but statement II is false
 - d. Statement I is false but statement II is true
5. _____ refers to the extent to which an ad contains elements that are novel, different, or unusual.
 - a. Relevance
 - b. Divergence
 - c. Message strategy
 - d. Message tactic
6. Balance, Proportion, Contrast and emphasis, Eye-movement, and Unity are the principles of effective _____.
 - a. Body copy
 - b. Layout
 - c. Visual
 - d. Illustration
7. Transit advertising is an example of:
 - a. Direct Marketing Media
 - b. Specialty Media
 - c. Outdoor Media
 - d. Broadcasting Media
8. Comprehension test and Reaction tests are generally conducted at:
 - a. Rough art or copy stage
 - b. Concept generation stage
 - c. Finished advertisement stage
 - d. Market testing stage

9. _____ is the link between the ad agency and its clients.
 - a. Media services
 - b. Creative services
 - c. Marketing services
 - d. Account services
10. Which of the following is NOT a Laboratory method of measuring advertising effectiveness?
 - a. Consumer juries
 - b. Comprehension and reaction test
 - c. Dummy advertising vehicle
 - d. Theatre test
11. Sales management refers to the administration of the personal selling component of a company's marketing program:
 - a. Selling
 - b. Sales management
 - c. Personal selling
 - d. Salesmanship
12. When a seller provides a product or services to a customer that can be used in multiple ways, he/she is doing:
 - a. Relationship selling
 - b. Transactional Selling
 - c. Value-added selling
 - d. All the above
13. Informal controls are:
 - a. Management initiated mechanism
 - b. Employee initiated mechanism
 - c. Written directives
 - d. Guidelines
14. Which of the following is the first stage in designing the sales territory?
 - a. Determining sales potentials in control units
 - b. Selecting a basic geographical control unit
 - c. Combining control units into tentative territories
 - d. Adjusting for coverage difficulty and redistributing tentative territories
15. _____ communicate managements' expectations as to "how much for what period."
 - a. Budget quota
 - b. Activity quota
 - c. Competition quota
 - d. Sales volume quotas
16. A _____ is an estimate of the maximum possible sales opportunities present in a particular market segment open to a specified company selling a good or service during a stated future period.
 - a. Sales Potential
 - b. Market Potential
 - c. Sales Forecast
 - d. Sales opportunities
17. Which of the following is considered an unethical sales practice from a firm's perspective?
 - a. Forceful selling or pressure tactics
 - b. Making false exaggerated claims
 - c. Unauthorized discounts
 - d. Misleading pricing or fake discounts
18. Which of the following is an example of unethical practice from the consumers' perspectives?
 - a. Forceful selling
 - b. Unauthorized discounts
 - c. Accepting kickbacks
 - d. Misusing confidential information
19. In break down method of determining sales force size, each member of the corporate sales team is assumed to possess the _____ level of productivity.
 - a. Same
 - b. Different
 - c. Multiple
 - d. Zero

20. Sales people need motivation because:

- a. Salesman meets many prospects some of whom are difficult to deal with
- b. Competition is high because many compete for the same business and they meet numerous turndowns
- c. Sales people spend considerable time away from home
- d. All the above

(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

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

1. Examine the factors influencing media selection decision. 10
2. Define Integrated Marketing Communication (IMC). Explain the important tools of IMC. 2+8=10
3. Elaborate the various components of a print advertisement. 10
4. Why evaluating advertising effectiveness is important for a marketer? 10
5. Define personal selling. Describe the process of personal selling. 2+8=10
6. Analyse the importance of designing a sales territory. 10
7. Discuss the different types of sales force training methods. 10
8. Write a short note on the following: 5+5=10
 - a) Advertising agency
 - b) AIDAS theory of selling

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