

**SEMESTER – V**

**COURSE – B.COM(H)**

**SUBJECT: ADVERTISING AND PERSONAL SELLING**

**ASSIGNMENT-1**

Q 1. One of the largest consumers electronic companies in India well anchored in the urban market, realized that they have almost reached saturation in their growth in urban markets, as a strategy to trigger sales growth, they have decided to enter rural market: a. Do you think the decision of the company was right or it is a disaster to enter rural market to trigger sales growth; give your point of view with logical reasoning? b. As a head of Sales what will be your strategy as far as sales force deployment without affecting current coverage of urban market and without going for new recruitment for new rural market coverage.

Q 2. The rules of Personal Selling are evolving each day. Discuss any 5 latest trends and developments in PS with relevant examples.

**ASSIGNMENT-2**

Q1. Anita Fashions Ltd is a fashion brand in India. They are predominantly in fashion wear from men and women. The company has 3 plants in India and employs over 800 sales people. However, the company has been hit with the economic slowdown in the country. To make things worse, cheaper imports of fashion wear and e-commerce has affected store sales. The sales people are left with slimmer pay cheques and many of them left the company. The sales people also put pressure on the top management and negotiated a 10% increase in salary for all sales employees. 1.Do you agree with the Top management's plan to give a flat increase in salary to all sales people and 2. What steps will you take as the CEO to improve the condition of the company?

Q 2. On completion of your studies, you want to get a job in sales. List five (5) reasons and use everyday examples to explain these reasons why you would choose a career in sales.

**CLASS TEST 1**

Q1. Write short notes on the following: (any 2)

- a) Surrogate Advertising
- b) Competitive Parity Method
- c) Political Advertising vs Government Advertising

Q2. Give examples from the Indian advertising industry depicting the following advertising objectives

- a) Call to action
- b) Positioning
- c) Highlighting USPs

d) Introduce a product

Q3. Explain the concept of DAGMAR Approach in detail. Also, discuss its criticism.

Q4. "In our factories, we produce cosmetics, but in our drug stores we sell hope."- Charles Reuson from Revlon. In the light of the above statement explain how advertising is a powerful tool of promotion?

Q5. A new company "Black" with an outlay of 20 crores has entered the Indian market in Assam. It specializes in providing exquisite tea leaves targeting tea lovers. Discuss whether it should engage in an in-house advertising or assign the job to an advertising agency if a budget of 9 crores is available for advertising. Also mention any two large advertising agencies in India?

Q6. What is surrogate advertising? Make a case for or against surrogate advertising. Why is this kind of advertising resorted to?

### **CLASS TEST 2**

Q1. Explain any five myths of selling, in detail, with relevant examples.

Q2. "Not every salesperson turns out to be an effective salesperson." What are the various essentials the knowledge of which helps a salesperson become effective?

Q3. How would you use the AIDAS model in selling?

Q4. Emotional motives can be positive or negative. Explain any four such motives, with examples.

Q5. Differentiate between Personal Selling, Salesmanship and Sales Management, with examples.

### **MULTIPLE CHOICE QUESTIONS**

1. \_\_\_\_\_ agencies specialize in endorsement of brands in the various social media platforms like blogs, social network sites, Q&A sites, discussion forums, micro blogs etc.

- A. social media
- B. User-generated contented.
- C. Friend Feed.
- D. Social network service.

ANSWER: A

2. This is a hierarchy of effects or sequential model used to explain how advertising works:

- A. ADD
- B. AIDA
- C. PESTLE
- D. SWOT

ANSWER: B

3. Advertising is affected by \_\_\_\_\_ forces

- A. Economic.
- B. Social.
- C. Technological.
- D. All the above

ANSWER: D

4. Series of messages that divide a single idea and theme which make up an integrated marketing communication is known as

- A. Advertising.
- B. Advertising research
- C. Advertising Campaign
- D. Product placement

ANSWER: C

5. Placement of advertisements inside or outside transportation vehicles is known as

- A. Aerial advertising.
- B. Outdoor advertising
- C. Transit advertising
- D. Classifieds

ANSWER: C

6. The participation of two or more sponsors in a single broadcast program where each advertiser pays a

proportionate share of the cost is called \_\_\_\_\_.

- A. Sponsorship.
- B. Co-sponsorship.
- C. Commercials.
- D. Slot.

ANSWER: B

7. Ask for order, review points of agreement, help in writing up the order, ask which model the customer wants, note that customer will lose out if not ordered now; offer incentives to buy now – lower price, larger quantity for same price are several techniques of \_\_\_\_\_.

- (1) Approach
- (2) Pre-approach
- (3) Follow-up
- (4) Closing

ANSWER: (4) Closing

8. A sales force organization that assigns each salesperson to a geographical territory in which those salespersons have to sell the company's full line is

- (1) Product sales force
- (2) Customer sales force
- (3) Complex structure
- (4) Territorial sales force

ANSWER: (4) Territorial sales force

9. Reduce buyer concerns that might have arisen after the sale, reveal problems, assure buyer of salesperson's interest, ensure customer satisfaction and repeat business is called

- (1) Approach
- (2) Follow- up
- (3) Closing
- (4) Pre-approach

ANSWER: (2) Follow- up

10. What is the next step after “negotiation” in personal selling process?

- (1) The opening
- (2) Need and problem identification
- (3) Closing the sale
- (4) Dealing with objectives

ANSWER: (3) Closing the sale

11. Ask for order, review points of agreement, help in writing up the order, ask which model the customer wants, note that customer will lose out if not ordered now; offer incentives to buy now – lower price, larger quantity for same price are several techniques of \_\_\_\_\_.

- (1) Approach
- (2) Pre-approach
- (3) Follow-up
- (4) Closing
- (5) Relationship marketing

Answer: 4

12. A person acting for company by performing \_\_\_\_\_ activity for the company.

- (1) prospecting
- (2) communicating
- (3) servicing
- (4) information gathering
- (5) All of the above

Answer: 5

13. Reduce buyer concerns that might have arisen after the sale, reveal problems, assure buyer of salesperson's interest, ensure customer satisfaction and repeat business is called

- (1) Approach
- (2) Follow- up
- (3) Closing
- (4) Pre-approach
- (5) Relationship-marketing

Answer: 2

14. What is the next step after “negotiation” in personal selling process?

- (1) The opening
- (2) Need and problem identification
- (3) Closing the sale

(4) Dealing with objectives

(5) Follow up

Answer: 3