

SEMESTER – V

COURSE – B.COM(H)

SUBJECT: ADVERTISING AND PERSONAL SELLING

QUESTION BANK

- 1) Explain the qualities of a good salesman in detail.
- 2) Discuss the various myths of Personal Selling.
- 3) Explain the various types of advertising with relevant examples.
- 4) Explain in detail the various advertising objectives with examples.
- 5) What are the various factors affecting the advertising budget of a company?
- 6) Explain the various methods of setting advertising budgets.
- 7) Write a note on Integrated Marketing Communications.
- 8) Explain the concept of DAGMAR Approach in detail.
- 9) Write short on Audience selection in advertising.
- 10) Write a short note on Advertising campaigns.
- 11) Explain the various media types in detail listing their merits and demerits with examples.
- 12) What are the various factors affecting media mix selection decisions?
- 13) What are the various issues and considerations relating to Internet advertising?
- 14) Explain the media planning process in detail.
- 15) Explain the factors affecting media choice in detail.
- 16) Explain the factors affecting media scheduling in detail.
- 17) Explain the various types of advertising appeals with relevant examples.
- 18) Explain the various elements of print ad copy.
- 19) As an advertising manager, how can you ensure creativity in your advertising campaigns.
- 20) Explain the various elements of TV ads and the steps in designing them.
- 21) Explain the various elements of radio ads and the steps in designing them.
- 22) Advertising Effectiveness is a waste of time. Comment on this statement by explaining arguments for and against measuring effectiveness.
- 23) Write a note on agency-client relationship.
- 24) What is an advertising agency? Explain its role and types in detail.
- 25) List the factors to be kept in mind while selecting an ad agency.
- 26) Explain the reasons for evaluating ad agencies.
- 27) Explain the recent developments and issues relating to advertising in India.
- 28) What is ASCI? Explain its 4 principles in detail.
- 29) What are shocks ads and why are they used?
- 30) Give relevant examples from the Indian context for the following advertising objectives-
 - a. Reinforcement
 - b. Brand Awareness
 - c. Sales Promotion
 - d. Highlighting USP
- 31) Explain the following types of advertising with relevant examples-
 - a. Institutional Advertising
 - b. Surrogate advertising
 - c. Transit Advertising

d. Retail Advertising

- 32) Explain the role of ASCI as the watchdog of the advertising industry in India.
- 33) What are the challenges faced by a salesman in the 21st century?
- 34) What is Service Selling?
- 35) Explain the Right Set of Circumstances Theory.
- 36) Explain the AIDAS model while making a purchase for a laptop.
- 37) How is Maslow's Theory of Needs suitable for a salesperson?
- 38) Discuss the various ethical aspects of selling in detail.
- 39) Discuss the nature and importance of Personal Selling.
- 40) Distinguish between Personal Selling, Salesmanship and Sales Management.
- 41) Discuss the various types of selling situations faced by a salesman.
- 42) What measures can be taken to make selling an effective career?
- 43) Explain the various types of rational buying motives with examples.
- 44) Explain the various types of emotional buying motives with examples.
- 45) How will you handle the following objections as a salesman:
 - a) It's too expensive.
 - b) There's no money.
 - c) We don't have any budget left.
 - d) I need to use this budget somewhere else
 - e) I don't want to get stuck in a contract.
 - f) We're already working with another vendor.
 - g) I'm locked into a contract with a competitor.
 - h) I can get a cheaper version somewhere else.
 - i) I'm happy with your competitor.
 - j) Competitor X says [false statement about your product].
 - k) I'm not authorized to sign off on this.
 - l) I can't sell this internally.
 - m) [Economic buyer] isn't convinced.
 - n) We're being downsized/bought out.
 - o) There's too much going on right now.
 - p) I'm part of a buying group.
 - q) I've never heard of your company.
 - r) We're doing great in this area.
 - s) We don't have the business plan.
 - t) It's just not important right now.
 - u) I don't see what your product could do for me.
 - v) I don't understand your product.
 - w) I've heard complaints about you from [company].
 - x) We don't have capacity to implement the product.
 - y) Your product is just too complicated.