

Your Roll No.....

Sr. No. of Question Paper: 680

Unique Paper Code : 52413613

Name of the Paper : Advertising, Personal Selling
and Salesmanship

Name of the Course : **B.Com.**

Semester : VI

Duration: 3 Hours

Maximum Marks: 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **FIVE** questions.
3. **All** the parts of a question should be attempted together.
4. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

1 (a) "The enemies of advertising are the enemies of freedom" - David Ogilvy. Comment.

(b) What is an advertising budget? Discuss any three important methods of setting the advertising budget.

OR

(a) Explain the DAGMAR Model.

(b) Differentiate between

- (i) Primary Demand vs. Selective Demand Advertising
- (ii) Consumer Advertising vs. Industrial Advertising

2. (a) What do you understand by an Advertising Copy? Describe the essentials of a good radio advertising copy.

(b) Write notes on any two:

(i) Internet Advertising

(ii) Newspaper Advertising

(iii) Advertising in Magazines

OR

- (a) Define Media Scheduling. What are the various media scheduling patterns available to an advertiser?
- (b) Explain the various factors affecting selection of media.

3. (a) What is a full-service advertising agency? What are the functions performed by such type of advertising agencies?
- (b) What are the objectives of measuring advertising effectiveness?

OR

- (a) Explain the pretesting techniques of measuring sales effects of advertising effectiveness.
- (b) What is meant by advertising media? Discuss the advantages and drawbacks of outdoor advertising.

4. (a) Advertising and Personal Selling are two competing methods of promotion. Comment
- (b) The objective of personal selling is not to close a sale but build long term relationships. Elaborate.

OR

- (a) What qualities are expected to be possessed to become a successful salesperson?
- (b) Discuss any five measures to make selling an attractive career.

- 5.(a) What types of objections do customers generally raise in personal selling?
- (b) Explain the various methods that can be adopted by a salesperson in the "Approach" stage of personal selling process.

OR

- (a) What is prospecting? Explain the methods of identifying the prospects in personal selling.
- (b) Is it worth spending money on Customer follow- up after the sale has been closed? Discuss.

6. Attempt any three of the following:

- (a) Audience Selection
- (b) Humorous Copy
- (c) Importance of Layout

(d) Buying Motives

(e) Customer Follow-up

(f) AIDAS Model of Personal Selling