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School of Finance and Commerce**Bachelor of Commerce Honours
Semester End Examination - May 2024****Duration : 180 Minutes
Max Marks : 100****Sem VI - H1UB607T - Advertising and Sales Management**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Define commission and perks K1 (2)
- 2) Explain the role of advertising in a developing economy. K2 (4)
- 3) Explain career opportunities available for sales people. K2 (6)
- 4) Draw a process of communication used in common for advertising your products. K3 (9)
- 5) Discuss the process of product placement in the target market. K3 (9)
- 6) Examine various skills and qualities required in salesmanship. Mention examples. K5 (10)
- 7) Analyze theory of motivation by Maslow to boost sales force. Mention examples. K4 (12)
- 8) Explain various types of advertisement with examples. K5 (15)
- 9) Examine various factors that affect advertising scheduling. Mention examples. K5 (15)
- 10) Elaborate methods of sales forecasting. Mention examples K6 (18)