RA-0737
M. Com. (Sem. I) Examination
March / April - 2017
Advertising & Sales Management - I

Time : 2 Hours] [Total Marks : 50

1. ટ્ર્યુકમાં જવાબ આપો :
   (1) સમાજમાં પત્ની કોઈ પણ છે, તે માનનીયો જવાબો.
   (2) વેષાળા આધારભૂત અંશ સમજો.
   (3) જિલ્લેશાલા શિક્ષકો જવાબો.
   (4) વેષાળા વિષે અંશો પ્રકાર જવાબો.
   (5) સમયમાં ગ્રાહકો એવો વિશે?

2. (અ) જિલ્લેશાલા સમાજિક અસરો શિક્ષણ.
   (બ) જિલ્લેશાલા માધ્યમ તરફે ઇન્ટરનેટની યોજના ગ્રાહકઓ સમજો.

3. (અ) વેષાળા વિષે એવો શિક્ષણ?
   (બ) વેષાળા વિષે એવો શિક્ષણ?

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ENGLISH VERSION

Instruction: As per the instruction of page no. 1.

1 Answer in short:
(1) Mention any four limitations of newspaper.
(2) Give the meaning of salesforcasting.
(3) State the characteristics of advertisement.
(4) State the types of sales quota.
(5) Who is prospect?

2 (a) Discuss the social effects of advertisement.
(b) Explain the advantages and disadvantages of interest as a tool for advertisement.

OR

2 (a) Explain the competitive parity method of budgeting advertising expenses.
(b) Explain service advertisement and financial advertisements.

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3  (a) What is personal selling? Discuss its characteristics. 7
(b) What is sales territory? Explain its methods. 6

OR

3  (a) How the interest can be awakened in the prospect? 7
(b) Give the meaning of sales planning and explain its types. 6

4  (a) Write notes: (any two) 8
(1) Negative effects of advertisement
(2) Bases of allocation of advertising budget.
(3) Salesmanship as an art and science
(4) Operating functions of sales management.

(b) Case: 6
Harihar limited manufactures tools useful for agriculture and sells them to middlemen. Till today no branding is done or no advertisement is given for tools. Due to good quality middlemen purchases them to sell. Now to create good image and to promote sell company wants to give advertisement. Which media should be selected according to you? Why? Which objectives should be considered for at the time of advertisement?