

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012 & thereafter)

SUBJECT CODE: 11CM/GE/AS44

B.A. / B.Sc. / B.Com. / B.C.A. / B.S.W. / B.V.A. DEGREE EXAMINATION,
NOVEMBER 2014

COURSE : GENERAL ELECTIVE
PAPER : ADVERTISING AND SALESMANSHIP
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A - (10 x 3 =30 marks)
Answer ALL questions

1. Define Advertising.
2. What are the types of sales quota?
3. Who is a field salesman?
4. What is an Ad. Agency? Mention the names of two top advertising agencies operating in India.
5. Write a short note on a sales contest.
6. Differentiate a sales meeting from a sales conference.
7. Give two examples of rational appeals used in advertising.
8. What is an advertising budget?
9. Is Salesmanship an Art or a Science?
10. Outline the contents of an advertisement copy.

SECTION B - (5 x 6 =30 marks)
Answer any FIVE questions.

11. Explain the stages in the process of personal selling.
12. Outline the various criteria used for choice of an Advertising Media.
13. Explain the principles and qualities of an effective Advertising Layout.
14. Explain any two types of a Sales Organisation.
15. Outline the different parts of an Ad. Copy with the help of a real life example.
16. Elaborate on the significant role of Modern Advertising.
17. Explain the various types of compensation plans in detail.

SECTION C - (2 x 20 =40 marks)

Answer any TWO questions.

18. How can the performance of a salesperson be evaluated? Explain the Quantitative and Qualitative methods of evaluation.
19. What are the qualities and traits of a successful sales personality?
20. Explain the steps in planning of an Advertising Campaign with an illustration.
21. Bring out the significance of the Electronic Media in Advertising.
