

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-09)

SUBJECT CODE : CM/GE/AS24

B.A./B.Sc./B.Com./B.C.A./B.S.W. DEGREE EXAMINATION APRIL 2009
COMMERCE
SECOND SEMESTER

COURSE : **GENERAL – ELECTIVE**
PAPER : **ADVERTISING AND SALESMANSHIP**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Define advertising.
2. What is a sales talk?
3. State the importance of forecasting.
4. What is a humorous Ad? Give an example.
5. What is the social objective of advertising?
6. Identify the problems faced in measuring advertising.
7. Define Media planning.
8. Coin a slogan for a credit card.
9. Write a short note on sales quota.
10. How incentives motivate a salesperson?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Determine the different kinds of sales promotion with examples.
12. What are the essential qualities of a salesperson?
13. Discuss the various types of outdoor advertising.
14. Explain any one qualitative and one quantitative methods of performance appraisal.
15. What are the different types of outdoor media?

16. Explain the essential qualities of a good layout.
17. How a right salesperson can be selected?

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Discuss the stages in an Ad campaign.
19. Describe the elements of an ad-copy with suitable examples.
20. Discuss the various compensation plans offered to a sales person.
21. Explain salesmanship as a science, art and a profession.

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