

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI-600086**

**SUBJECT CODE: 15CM/PI/AS14**

**ADVERTISEMNET AND SALESMANSHIP  
INDEPENDENT ELECTIVE**

**CLASS:**

**MARKS: 100**

**TIME : 3 HOURS**

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS**

**(5X8=40)**

1. Define Advertising and explain the elements of an Ad-Copy.
2. What are the qualities of a good layout. Give example.
3. State the purpose of organizing a sales department.
4. Identify the different types of Ad-copy with examples.
5. Explain the various types of compensation plan.
6. How important is effective demonstration and presentation.

**SECTION – B**

**ANSWER ANY THREE QUESTIONS**

**(3X20=60)**

7. What are the various steps involved in selling process.
8. Explain with examples sales meeting and sales contest.
9. Explain the quantitative and qualitative methods of evaluating sales performance.
10. Discuss the role of advertisement with suitable examples.
11. Explain the steps involved in Ad-Campaign.