

ADVERTISING AND SALES MANAGEMENT

B. Com. III

M. Marks : 100

Time : 3 Hrs.

Note: Ten Questions shall be set in the question paper covering the whole syllabus. The candidates will be required to attempt any five questions.

Communication Process : Basic communication process, role and source; Encoding and decoding of message, media, audience, feedback, and noise.

Advertising and Communication Mix : Different advertising functions; Types of advertising, Economic social aspects of advertising; Advertising process-an overview setting advertising objectives and budget.

Creative Aspects of Advertising: Advertising appeals, copy writing headlines, illustration, message, copy types;

Advertising Media : Different types of media; Media planning and scheduling.

Impact of Advertising : Advertising agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising.

Sales Management : Sales Management, Personal Selling and Salesmanship, Organising the sales efforts; Sales force management: Recruitment, Selection, Training Motivation, Compensating and Controlling sales personnel, Sales Budget, Sales quotas and Sales Territories.