

CARMEL COLLEGE OF ARTS, SCIENCE AND COMMERCE

M.Com (Semester –IV) (Accounting & Finance) Examination, July 2021

COO417: Advertising and Sales Management (OA-18 A)

Duration: 2 Hours

Max. Marks: 40

Instructions: 1) This paper consists of **six** questions

2) Question No.1 consists of **5 compulsory** questions of **2 marks** each

3) Answer **any 3** questions from Question **2,3,4,5 & 6**

4) The scanned copy of the answer sheets should be uploaded before 1:00 p.m. on the day of the exam

5) Figures to the **right** indicate **marks**.

Q1) Answer the following questions

(5x2=10)

- a. State any two advantages and disadvantages of affiliate marketing.
- b. What are the qualities of a creative visualiser?
- c. What is the role of an Administrative Sales Manager?
- d. What is the relevance of psychological testing in the selection process of sales personnel?
- e. What are the drawbacks of 'over advertising'?

Q2) a. How does Search Engine Optimisation (SEO) help advertising? (6)

b. What is the best and most effective way of paying compensation to the sales force? **(4)**

Q3) www.youronlinelawyer.com is a website site offering legal services online. (10)
Design an interactive marketing communication strategy with the appropriate mix of IMC tools to promote the website.

Q4) 'Milky Mist' is a company engaged in the procurement and processing of dairy products. The company seeks your advice on the following aspects in designing a promotion strategy for the company. (10)
i. Advertisement appeal
ii. Advertisement theme
iii. Advertisement appropriation
iv. Choice of advertisement agency

Q5) Describe the methods of performance appraisal of sales force. (10)

Q6) a. What is the relevance of personal selling in today's modern world. (05)
b. Compare and contrast the AIDA and DAGMAR model of advertising. **(05)**

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