

Write the following information in the first page of Answer Script before starting answer

ODD SEMESTER EXAMINATION: 2020-21

Exam ID Number _____

Course _____ Semester _____

Paper Code _____ Paper Title _____

Type of Exam: _____ (Regular/Back/Improvement)

Important Instruction for students:

1. Student should write objective and descriptive answer on plain white paper.
2. Give page number in each page starting from 1st page.
3. After completion of examination, Scan all pages, convert into a single PDF, rename the file with Class Roll No. **(2019MBA15)** and upload to the Google classroom as attachment.
4. Exam timing from 10am - 1pm (for morning shift).
5. Question Paper will be uploaded before 10 mins from the schedule time.
6. Additional 20 mins time will be given for scanning and uploading the single PDF file.
7. Student will be marked as ABSENT if failed to upload the PDF answer script due to any reason

**MASTER OF COMMERCE
THIRD SEMESTER
ADVERTISING & SALES MANAGEMENT
MCM-304B**

Duration : 3 hrs.

Full Marks: 70

(**PART-A: Objective**)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. In which of the following stage a consumer develops either a positive or a negative feeling towards the brand?
 - a. Cognitive
 - b. Conative
 - c. Behavioral
 - d. Affective
2. _____ is the meaning produced by the source for the receiver or audience.
 - a. Source
 - b. Channel
 - c. Message
 - d. Receiver
3. _____ is a planned exercise of integrating various marketing communication tools such as advertising, online marketing, public relation activities, direct marketing, sales campaigns to promote brands so that similar message reaches a wider audience.
 - a. Marketing Communication
 - b. Integrated Marketing Communication
 - c. Elements of Promotion
 - d. Communication
4. User status is the bases for:
 - a. Behavioural segmentation
 - b. Psychographic segmentation
 - c. Demographic segmentation
 - d. Geographic segmentation
5. _____ refers to the extent to which an ad contains elements that are novel, different, or unusual
 - a. Divergence
 - b. Relevance
 - c. Message strategy
 - d. Message tactic
6. (1) Balance, (2) Proportion (3) Contrast and emphasis, (4) Eye -movement, and (5) Unity are the principles of:
 - a. Copywriting
 - b. Illustration
 - c. Visual elements
 - d. Layout
7. Which of the following is **NOT** a rational appeal?
 - a. Feature appeal
 - b. Humor appeal
 - c. Competitive advantage appeal
 - d. News appeal
8. The _____ is the specific carrier within a medium category.
 - a. Print media
 - b. Media class
 - c. Media vehicle
 - d. Broadcast media

9. Which of the following is **NOT** a Laboratory method of measuring advertising effectiveness?
- a. Consumer juries
 - b. Concept tests
 - c. Dummy advertising vehicle
 - d. Physiological measures
10. Comprehension test and Reaction tests are generally conducted at:
- a. Rough art or copy stage
 - b. Concept generation stage
 - c. Finished advertisement stage
 - d. Market testing stage
11. When a seller provides a product or services to a customer that can be used in multiple ways, he/she is doing:
- a. Relationship selling
 - b. Transactional Selling
 - c. Value-added selling
 - d. All the above
12. Which of the following theory of selling is also known as the "Situation-response" theory?
- a. AIDAS
 - b. The Right set of circumstances theory
 - c. Buying Formula Theory
 - d. None of the above
13. Employee-initiated mechanism of control is known as:
- a. Informal control
 - b. Formal control
 - c. Sales control
 - d. Marketing control
14. Which of the following is **NOT** a necessary competency of a salesperson?
- a. Category Developer
 - b. Planner/Implementer
 - c. Leverage Relationships
 - d. Team developer
15. A _____ is an estimate of the maximum possible sales opportunities present in a particular market segment open to a specified company selling a good or service during a stated future period.
- a. Sales Potential
 - b. Market Potential
 - c. Sales Forecast
 - d. Sales Projection
16. In _____, the salesperson selling products to marketing intermediaries such as retailers and wholesalers
- a. Retail Selling
 - b. Trade Selling
 - c. Business to Business Selling
 - d. Order-Getter
17. _____ is an art and skill of initiating selling efforts
- a. Personal Selling
 - b. Salesmanship
 - c. Sales Management
 - d. Sales monitoring
18. Which of the following method is **NOT** a quantitative method of sales forecasting?
- a. The Delphi Technique
 - b. Time series analysis
 - c. Regression Analysis
 - d. Exponential Smoothing

19. _____ is the process of generating a pool of candidates from which the appropriate person gets selected to fill a job vacancy.
- a. Appointment
 - b. Placement
 - c. Selection
 - d. Recruitment
20. Which of the following is considered an unethical sales practice from a firm's perspective?
- a. Forceful selling or pressure tactics
 - b. Making false exaggerated claims
 - c. Unauthorized discounts
 - d. Misleading pricing or fake discounts

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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Elaborate the socio-economic significance of Advertising activity. 10

2. Explain the creative process in advertising 10

3. What is an Advertising agency? Discuss the various functions performed by the Full-service agency. 2+8=10

4. Assume that you are an entrepreneur leading a small-scale business unit in Meghalaya. Your firm is going to launch a new brand of Pineapple juice in North East India Market. Identify the factors that will influence your decision on the size of the advertising budget. 10

5. Momin is a new member of your sales team with no prior experience in selling. Prepare a standard process of personal selling that can be used by Mr. Momin as a reference while working as a salesperson. 10

6. What is a sales quota? Explain different types of sales quotas. 2+8=10

7. Elaborate the Workload method of determining sales force size with a suitable example. 10

8. **Critically analyse** the various types of sales organization structure. 10

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