

**UNIT-III**

5. What are the different steps involved in the planning & execution of advertising campaigns? Critically analyse any two 'Ad Campaign' of any popular brand in India. 7+7=14
6. Discuss the factors to be considered for the purpose of selection of 'Advertising Media'. Enlist the popular methods of measuring advertising effectiveness. 7+7=14

**UNIT-IV**

7. Write short notes on : 7x2=14  
 (a) Qualitative methods of Sales Forecasting  
 (b) Determination of Sales Territories
8. What are the different methods that may be adopted to train a 'salesperson'? Also explain the different remuneration techniques that may be adopted to compensate a salesperson. 7+7=14

**UNIT-V**

9. Discuss the different sales promotion techniques that may be adopted by a marketer. Also explain the different factors affecting promotional activities. 7+7=14
10. Enlist different Ethical and Legal aspects of selling in India. 14

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**PG Odd Semester Examination, 2022****COMMERCE**  
(3rd Semester)Course No.: COMCC-304 (MR)  
**(Advertisement and Sales Management)**Full Marks: 70  
Pass Marks: 28*Time: 3 hours**The figures in the right margin indicate full marks for the question.  
Answer any five questions, taking one from each unit.***UNIT-I**

1. Explain the role of advertisement for business units. Illustrate some major social and ethical issues in advertising witnessed in the recent few years. 7+7=14
2. What do you mean by celebrity Endorsement? List down the pre-requisites for a successful celebrity endorsement. Also provide some popular examples of celebrity endorsement in India. 4+5+5=14

**UNIT-II**

3. Enlist some popular 'Advertising Agencies' in India and their successful ad campaigns. 14
4. Write a detailed note on 'Advertising Budget'. What are the different components of an advertising budget? Prepare an imaginative advertising budget. 5+5+4=14