

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name: Advertising & sales management

Subject Code: 5MC02ASM3

Semester: II

Time: 10.30 to 01.30

Branch: M.Com

Date: 20/11/2015

Marks: 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
- (2) Instructions written on main answer book are strictly to be obeyed.
- (3) Draw neat diagrams and figures (if necessary) at right places.
- (4) Assume suitable data if needed.

SECTION – I

- Q-1** **Attempt the Following questions (1 Mark *7=7)** **(07)**
(No MCQ Questions)
- a. What is Advertisement? 1
b. What do you mean by Media? 1
c. What do you mean by KIOSK? 1
d. What do you mean by Press advertisement? 1
e. Write the benefits of Radio advertisement 1
f. What is salesmanship? 1
g. Give the example of Indirect advertisement 1
- Q-2** **Attempt all questions** **(14)**
1 Describe the merit and limitation of advertisement give by newspaper 7
2 Explain the process for creating interest of customer in product 7
- OR**
- Q-2** **Attempt all questions** **(14)**
1 Describe the merit and limitation of advertisement given by Television 7
2 Describe the different types of customer's Objection 7
- Q-3** **Attempt all questions** **(14)**
1 Explain the different process for welcoming customer 7
2 Write the Principles of salesmanship 7
- OR**
- Q-3** 1 Elaborate the stages of selling process 7
 2 Describe the Advertisement's planning process 7

SECTION – II

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Q-4	Attempt the Following questions (1 Mark *7=7)	(07)
	a. What do you mean by indirect advertisement?	1
	b. What is budget?	1
	c. What is called broadcasting media?	1
	d. What is Market?	1
	e. What do you mean by consumer behavior?	1
	f. Write the different types of advertisement medium	1
	g. Explain the meaning of personal selling	1
Q-5	Attempt all questions	(14)
1	Write the notes on Commission method of selling	7
2	Explain the ideal experiment of product selling with feature & benefit	7
	OR	
Q-5	1 Which medium is useful for creating interest for purchasing by customer?-	7
	Explain	
2	Write difference between personal selling and advertisement	7
Q-6	Attempt all questions	(14)
1	Explain the method for solving customer's objection	7
2	Customer is a king of market-Explain	7
	OR	
Q-6	Attempt all Questions	
1	Write the benefit and limitation of budget for advertisement	7
2	Discuss the contribution of advertisement for customer welfare	7

