

Reg. No.

--	--	--	--	--	--	--	--

BBMBMC 366



**Credit Based VI Semester B.B.M. Degree Examination, April/May 2015
(2012 Scheme)**

**MARKETING MANAGEMENT – II (Elective)
Advertising and Sales Management**

Time : 3 Hours

Max. Marks : 120

Instructions : 1) A single answer booklet containing **40** pages will be issued.

2) **No** additional sheets will be issued.

3) Follow the **instructions** strictly.

Shri Dharmasthala Manjunathswara
College of Business Management Library
MANGALORE - 575 003

SECTION – A (2 marks each)

1. Answer **any ten** from the following in **2-3** sentences **each** :

(2×10=20)

- What is advertising copy ?
- What is directory advertising ?
- Write any two differences between advertising and publicity.
- What is leaflets advertising ?
- What is Aida model ?
- What is store publication ?
- What is window display ?
- Write the meaning of propaganda.
- What is relationship marketing ?
- Write any two objectives of a sound compensation plan.
- Write any two methods of remunerating salesmen.
- State any two objectives of sales forecasting.

P.T.O.



SECTION – B (8 marks each)

Answer **any five** from the following in **not** more than **2** pages **each** : (8×5=40)

2. What are the causes of failure of advertising ?
3. State the qualities of a successful salesmen.
4. What are the functions performed by modern advertising agency ?
5. Distinguish between advertising and personal selling.
6. What are the important functions of sales organization ?
7. What are the factors determining allocation of advertising budget ?
8. What are the merits and demerits of radio advertising ?

SECTION – C (20 marks each)

Answer the following in **not** more than **6** pages **each** : (20×3=60)

9. What are the objectives of salesmen training ? Explain the different methods of training salesmen.

OR

What are the objectives of advertising ? Explain the benefits of advertisement.

10. What is advertising agency ? Explain the factors considered in selection of advertising agency.

OR

Explain the different methods of measuring effectiveness of advertising.



11. a) Explain the various test used in evaluation of advertisement.

b) The sales manager of a company had often wondered if he had the right number of sales people. In a recent review of operations, he came under severe criticism for not being able to deeply penetrate the various market segments. To his explanation, that he was understaffed, he was told to take a fresh look at whether the sales territory had been designed appropriately and also whether each salesperson had adequate work load. He looked at his database and found that the sales force serviced 6000 dealers nationally. Of these, 20 percent belonged to 'A' category, 20 percent to 'B' category and the balance to 'C' category. On the whole, there were 10,000 dealer outlets servicing the industry, of which 20 percent belonged to 'A' category, 20 percent 'B' and the balance to 'C' category. The salesmen made 10 calls a day as per details given below :

- 1) 'A' category twice a week
- 2) 'B' category once a week
- 3) 'C' category once a month.

Shri Dharmasthala Manjunatheshwara
College of Business Management Library
MANGALORE - 575 003

For the up country markets the norms were as follows :

All 'A' and 'B' category customer's were visited once a fortnight and all 'C' category customers once a month. 40 percent of the total dealers operated in the branch headquarter town and the balance in the up-country markets. In 2009-10, sales manager had 300 working days.

The total number of sales personel he had were 60. Comment on whether the sales manager is under staffed or otherwise. Also explain the various alternatives for determining the number of sales personnel required by the company.