

D 131925

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER M.Com. DEGREE REGULAR / SUPPLEMENTARY  
EXAMINATION, NOVEMBER 2025**

(CBCSS)

Master of Commerce

MCM3E(M)01—ADVERTISING AND SALES MANAGEMENT

(2019 Admission Onwards)

Time : Three Hours

Maximum Weightage : 30

*Answers should be written in English only.*

**Section A**

*Answer any four questions.**Each Question carries 2 weightage*

1. Define the term advertising.
2. What is meant by cognitive dissonance ?
3. What are advertising media mix decisions ?
4. Define the term advertising agency.
5. What is meant by prospecting ?
6. Write the objectives of sales management
7. What is meant by deceptive advertising ?

(4 × 2 = 8 weightage)

**Section B**

*Answer any four questions.**Each Question carries 3 weightage.*

8. What are the factors influencing advertising budget decisions ?
9. What are the characteristics of a good advertising copy ?
10. Explain the components of an advertising media plan.
11. What are the service rendered by an ad agency ?
12. What are the tasks involved in sales management ?

**Turn over**

13. What are the pre-testing techniques of advertising research ?
14. Which are the technique of sales forecasting ?

$(4 \times 3 = 12 \text{ weightage})$

### Section C

*Answer any two questions.  
Each Question carries 5 weightage.*

15. Explain the role and importance of advertising
16. Bring out the recent developments and issues in advertising.
17. Explain the nature and characteristics of salesmanship.
18. Explain the considerations in the recruitment and selection of sales force

$(2 \times 5 = 10 \text{ weightage})$

**D 131925-A**

(Pages : 4)

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MCM3E(M) 01—ADVERTISING AND SALES MANAGEMENT

(2019 Admission Onwards)

[Improvement Candidates need not appear for MCQ Part]

(Multiple Choice Questions for SDE Candidates)

**Time : 20 Minutes****Total No. of Questions : 20****Maximum : 5 Weightage****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## MCM3E(M) 01—ADVERTISING AND SALES MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Advertising for \_\_\_\_\_ is not allowed.  
(A) Liquor. (B) Washing powder.  
(C) Cigarette. (D) Both 1 and 3.
2. AAAI represents :  
(A) American Agency for Advertisers Information.  
(B) Advertising Agencies Association of India.  
(C) Association of Advertising Agencies in India.  
(D) Indian Association of Advertising Agencies.
3. Gross rating points (GRPs) are :  
(A) Reach multiplied by frequency. (B) Reach multiplied by rating.  
(C) Rating multiplied by frequency. (D) Cost divided by reach.
4. Most advertising messages are made up of two types of elements.  
They are :  
(A) Functional and persuasive. (B) Expository and persuasive.  
(C) Informational and persuasive. (D) Informational and creative.
5. Information and persuasive content can be combined in the form of an appeal to :  
(A) Provide a basic reason for the consumer to act.  
(B) Explain guilt and enrichment.  
(C) Satisfy hierarchical needs.  
(D) Include perceptual modifiers and need enhancers.
6. What is the main objective of informative advertising ?  
(A) To create selective demand.  
(B) To stimulate primary demand.  
(C) To keep the brand in consumers minds during the mature stage of the product life cycle.  
(D) None of the above.

7. Infomercials often resemble other types of television shows, including :

(A) Talk shows. (B) Live, audience-participation shows.  
(C) News shows. (D) All of these.

8. What is the name of the promotional tool aimed at building good relations with a company and its publics ?

(A) Publicity. (B) Public relations.  
(C) Advertising. (D) Promotion.

9. Which one of the following is a good example of direct advertising ?

(A) Display cards. (B) Display panels on vehicles.  
(C) Window display. (D) A brochure.

10. \_\_\_\_\_ is direct communications with carefully targeted individual consumers to obtain an immediate response.

(A) Personal selling. (B) Public relations.  
(C) Direct marketing. (D) Sales promotion.

11. If a company gives false message to the customers, it is known as :

(A) Obscene ads. (B) Subliminal ads.  
(C) Deception. (D) None of these.

12. The plan that show time, date and frequency of an advertisement is \_\_\_\_\_.

(A) Media Plan. (B) Media Schedule.  
(C) Media Time. (D) Media Space.

13. What is the next step after "the opening" in personal selling process ?

(A) Negotiation. (B) Need and problem identification.  
(C) Closing the sale. (D) Dealing with objectives.

14. What are the objectives of personal selling ?

(A) Close a sale. (B) Know how to deal with buyer.  
(C) Preparing good presentations. (D) All of these.

Turn over

15. \_\_\_\_\_ involves identifying activities management feels the salespeople should perform to produce the desired results.

(A) SWOT analysis. (B) Environmental audit.  
(C) Training analysis. (D) Needs assessment.

16. The sales force can play a central role in achieving a marketing orientation strategy, by :

(A) Maintaining infrequent contact with customer.  
(B) Collecting and disseminating market information.  
(C) Focusing on cutting costs.  
(D) Following the competition's lead.

17. An effective sales plan objective should be :

(A) Precise, measurable, and time specific.  
(B) General, measurable, and flexible.  
(C) Profitable, subjective, and measurable.  
(D) Precise, profitable, and flexible.

18. \_\_\_\_\_ is teaching how to do the jobs.

(A) Sales personnel. (B) Sales target.  
(C) Sales force training. (D) Induction.

19. Research relating sales people's personal characteristics to sales aptitude and job performance suggests there is no single set of traits and abilities that sales managers can use as criteria for deciding what kind of recruits to hire is known as \_\_\_\_\_.

(A) Job analysis. (B) Physical examination.  
(C) Projective tests. (D) Training.

20. There are three interrelated elements of rewards for salespeople. One of the elements is direct financial rewards and includes :

(A) Salary, commission, and career advancement.  
(B) Merit salary increases, commission, and better territory.  
(C) Merit salary increases, bonuses, and commissions.  
(D) Larger sales territories, bonuses, insurance, and a certificate of achievement.