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School of Finance and Commerce

Bachelor of Commerce Honours

Mid Term Examination - Mar 2024

Duration : 90 Minutes

Max Marks : 50

Sem VI - H1UB607T - Advertising and Sales ManagementGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain Art of selling K2 (2)
- 2) Describe features of advertising. K1 (3)
- 3) Explain the legal side of advertising. K2 (4)
- 4) Explain Significance of sales management K2 (6)
- 5) Illustrate types of selling. K3 (6)
- 6) Illustrate various types of advertising with examples. K3 (9)
- 7) Illustrate various social media platform for advertising products and services in the markets K4 (8)

- 8) Classify the qualities of effective salesman. K4 (12)

OR

- Examine best compensation plans for the sales force. K4 (12)