

**M.Com. (Final) Examination, 2001**  
**BUSINESS ADMINISTRATION**  
**(Marketing Area Group - B)**  
**Paper — I**  
**Sales and Advertising Management**

Time: 3 Hours]

[Maximum Marks 100

Attempt any **five** questions.  
All questions carry equal marks.

1. Discuss the various forms of sales organisation. **20**
2. Examine the importance of a sales manager in a selling organisation. Explain his qualities and duties **6+7+7**
3. "The fortune of a concern depends on sales which in turn depends on salesman." Discuss this statement explaining the selection procedure of salesman. **6+14**
4. Write notes on the following **10+10**
  - (i) Drawing Account and Commission Method
  - (ii) Profit - sharing Method
5. What is meant by sales territory? Discuss the benefits of dividing sales territories. **5+15**
6. Discuss the advantages and limitation of assigning sales quota. **10+10**
7. What do you understand by advertising? Explain the usefulness of advertising in modern business. **6+14**
8. Discuss the need and process of consumer orientation in advertisements. **10+10**
9. What is meant by advertising copy? Discuss various components of an advertising copy. **6+14**
10. Classify press advertisements. Discuss the merits and demerits of press advertisements. **5+8+7**