

D 131925

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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 × 3 =12 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 × 5 = 10 weightage)