

2021

**ADVERTISING SALES PROMOTION AND
SALES MANAGEMENT — MAJOR**

Paper : CC-5

Full Marks : 65

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

1. Answer **any four** questions : 5×4
- (a) Discuss the nature and importance of Personal Selling.
 - (b) Compare the cost effectiveness of advertising and personal selling.
 - (c) Distinguish between consumer market and industrial market.
 - (d) Discuss the strengths and weaknesses of personal selling.
 - (e) Differentiate between peddlers and professional sales people.
 - (f) Discuss the different selling situations.
2. Answer **any three** questions : 15×3
- (a) Discuss the different stages of personal selling.
 - (b) Explain the ‘Salesperson-Buyer Dyadic Relationship’ model.
 - (c) Discuss the role of personal selling as a major promotion tool.
 - (d) Explain the major factors that affect organisation buyer behaviour.
 - (e) Explain the AIDA model in personal selling with suitable example.
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