

M.Com. Part I
Sub: Advertising and Sales Management
Course No. 1.52

[New Course effective From June-2006]

Objective:

This course helps students develop basic understanding of the concept and theories of advertising and sales management and its applications in the real world. It also helps the students to understand about current practices in the field.

Part - A

Advertising Management (50%)

Unit - I (25%)

- (A) Introduction To Advertising And History Of Advertising, Advertising Classification, Function And Benefits, Economic, Social And Ethical Issues In Advertising,
- (B) Advertising Agency And Clients, Advertising Objectives And Budget Allocation

Unit - II (25%)

- (A) Media Planning And Strategy, , Planning An Advertising Campaign, Advertising Research
- (B) Evaluation Of Media, Supporting Media - Outdoor, Cinema, Videos, Electronic Media Viz. TV, Radio, Print And Transit Advertising, & Internet - A Media Of New Millennium

Part - B

Sales Management (50%)

Unit - III (25%)

- (A) Introduction To Sales Management, Nature & Scope Of Sales Management, Personal Selling And Selling And Salesmanship, Sales Management Strategy, Sales Related Marketing Policies
- (B) Sales Organization, Recruitment, Selection And Training Of Sales Personnel

Unit - IV (25%)

- (A) Compensation And Motivation Of Sales Force, Monitoring Of Sales Force And Performance Appraisal Of Sales Force
- (B) Internet As Emerging Selling Techniques, Direct Marketing, Relationship Marketing

Structure of Question Paper

Total Marks:-100

Time:- 3 hours.

Question Number	Unit	Marks	Note
1 (A) or (A)	1 (A)	12	
1 (B) or (B)	1 (B)	13	
2 (A) or (A)	2 (A)	13	
2 (B) or (B)	2 (B)	12	
3 (A) or (A)	3 (A)	13	
3 (B) or (B)	3 (B)	12	
4 (A) or (A)	4 (A)	12	
4 (B) or (B)	4 (B)	13	

References:

1. Advertising & Sales Promotion by S H H Kazmi & Satish K Batra, 2nd Edition (2005), Excel Books Publication
2. Advertising Management by Rajeev Batra, John G Myers, & David A Aaker, Prentice Hall of India Publication
3. Advertising, Sales an Promotion Management by S.A. Chunawalla, 2nd Edition(2005), Himalaya Publishing House
4. Sales and Distribution Management; An Indian Perspective by Dr. S L Gupta, 1st Edition (2005), Excel Books Publication
5. Sales Management: In The Indian Perspective by Vaswar Sas Gupta, 1st Edition(2000), Prentice Hall of India Publication
6. Advertising and Promotion by George E Belch & Michael A Belch, 6th Edition(2004), Tata McGraw Hill Publication
7. Selling and Sales Management by David Jobber & Geoff Lancaster, 6th Edition (2005), Pearson Education Publication
8. Advertising by Frank Jefkins, 3rd Edition (1999), Macmillan India Publication
9. Advertising Principles and Practice by William Wells, John Burnett, & Sandra Moriarty, 6th Edition (2005), Prentice Hall of India Publication/ Pearson Education Publication