

SRM Institute of Science and Technology
Faculty of Science and Humanities
Department of Commerce
Academic Year 2019-2020 – Odd Semester – June 2019 to November 2019

Subject Name: Advertising and Salesmanship

Class: II Commerce (NME)

Sub. Code: UCM 18E81

Staff Name: Dr. P. Sankar

No. of Hrs. Per week: 2

Text & Ref. Books: 1. P.Saravanel & S.Sumathi, 2014, Advertising and Salesmanship, Margham Publication .Chennai.

Unit – I: Advertising- Meaning-Evolution of Advertising-Development of Advertising in India- Functions of Advertising-Classification of Advertising.

Unit – II: Economic Aspect of Advertising-The responsibility of Advertiser-Meaning-Importance of Advertising Agency-Functional Departments of an Advertising Agency-Functions of Advertising Agencies-Definition of Advertising campaign-The copy-Purpose of the copy-Designing Individual Advertisements-Purpose of layout-Functions of layout-Direct and Indirect Advertising-Need for measuring Advertising effectiveness.

Unit – III: Personal selling and Salesmanship-Definition-Features-Classification of Salesmen-Qualities of a Successful Salesman-Steps in the personal Selling Process-AIDAS Theory of Selling-Importance of Sales Organization –Meaning of Recruitment and Selection –Process of Recruitment –Sources of Recruitment –Motivation of Salesman-Meaning of Motivation- Method of Motivation –Tools of Motivation.

Unit – IV: Sales promotion & Publicity-Concepts – Benefits-Objectives- Communication- Medium of Reach-Tools Employed for of sales Promotion –Planning sales promotion programmes- Definition –Classification of buying motives-Sizing Up of Customer-After Sales Service.

Unit – V: Publicity-Meaning and Definition-Purpose of advertising research- Advertising Strategy research-Sources of Information.

S.NO	DATE	DAY ORDER	DESCRIPTION
1	19.06.2019	III	Advertising- Meaning-Evolution of Advertising-Development of Advertising in India.
2	20.06.2019	III	Functions of Advertising-Classification of Advertising- Economic Aspect of Advertising-The responsibility of Advertiser-Meaning-Importance of Advertising
3	03.07.2019	III	Functional Departments of an Advertising Agency-Functions of Advertising Agencies-Definition of Advertising campaign.
4	10.07.2019	III	The copy-Purpose of the copy-Designing Individual Advertisements-Purpose of layout-Functions of layout.
5	17.07.2019	III	Direct and Indirect Advertising.
6	24.07.2019	III	Need for measuring Advertising effectiveness.
7	31.07.2019	III	Revision of Unit I & II.
8	07.08.2019	III	Cycle Test I.
9	16.08.2019	III	Personal selling and Salesmanship-Definition-Features-Classification of Salesmen-Qualities of a Successful Salesman-Steps in the personal Selling Process-AIDAS Theory of Selling
10	23.08.2019	III	Importance of Sales Organization –Meaning of Recruitment and Selection –Process of Recruitment –Sources of Recruitment –Motivation of Salesman-Meaning of Motivation- Method of Motivation –Tools of Motivation.
11	30.08.2019	III	Sales promotion & Publicity-Concepts – Benefits-Objectives- Communication-Reach-Tools Employed for of sales promotion.
12	09.09.2019	III	Planning sales promotion programmes- Definition –Classification of buying motives-Sizing Up of Customer-After Sales Service.
13	17.09.2019	III	Cycle Test II.
14	24.09.2019	III	Publicity-Meaning and Definition.
15	01.10.2019	III	Purpose of advertising research- Advertising Strategy research.
16	11.10.2019	III	Sources of Information & Revision.
17	17.10.2019	III	Model Examination.

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FACULTY OF SCIENCE & HUMANITIES
DEPARTMENT OF COMMERCE
NON-MAJOR ELECTIVE**

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Subject Title: Advertising and Salesmanship

Model Question Paper

Part-A

Answer all the questions

10 x 2 = 20 Marks

1. What is advertising?
2. What is advertising campaign?
3. Define Salesmanship.
4. Write a note on AIDAS Theory of selling.
5. What do you mean by after sales services?
6. What is advertising strategy research?
7. State the two purposes of advertising research?
8. What is Direct Advertising?
9. What are buying motives?
10. Define publicity

Part-B

5x 16= 80 Marks

11. (a) Explain the Evolution of advertising.
(or)
(b) Discuss the classification of advertising.
12. (a) What are functional departments of an advertising agency?
(or)
(b) Describe the functions of advertising layouts.
13. a) Describe the qualities of salesman.
(or)
(b) Explain the process involved the recruitment of salesman.
14. (a) Define sales promotion and state its objectives.
(or)
(b) Explain the classification of buying motives.
15. (a) Discuss the purpose of advertising research.
(or)
(b) Explain the tools employed for sales promotion?