

***Solapur University, Solapur***  
***Semester Pattern Syllabus***  
***M. Com. Part-I***  
***Advanced Marketing***  
***Paper- II Advertising and Sales Management***  
*(w. e. f. June 2010)*

Paper Code No.  
 Course No. –

Lectures – Per week 4  
 Total Lectures – 60  
 Total Marks - 50

**Objective –**

The basic Objective of this course is to acquaint student with the theory and practice of advertising as well also Management of firm's sales operations.

**Course Inputs**

**Semester -I**

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Adverting	Defined adverting as a tool of Marketing, Advertising effects economic and social, Advertising and consumer behavior, Advertising scene in India.	10
2	Advance objectives Advance Budget-	Types of Adv. Objectives /stating the objectives. Establishing Baseline Budget/Message design and Media cost/ Experimentation and Revision.	12

3	Advertising Media	Print media, broadcasting media, non- media advertising, media planning and scheduling. Advertising on Internet, Media selection decisions.	14
4	Message Design and Development	Copy development, Requirements of an effective message, copy claim Alternative, Execution style, Types of appels, copy testing.	10
5	Measuring Advertising effectiveness	Managing advertising agency, client relationship, Promotional scene in India, Techniques for testing advertising effectiveness.	14

<b>Semester-II</b>			
1	Selling Concept	Objectives, and functions of sales management, fundamentals of selling, selling process, salesmanship, product and consumer knowledge.	14
2	Sales Planning	Importance and types of sales planning, sales planning process, sales fore costing, Determining sales territories, sales quotes, and sales budget.	14
3	Sales Organization	Setting up a sales Organization, Planning Process, Principles of determining sales Organization.	10
4	Sales force Management	Estimating Manpower requirements for sales department, planning for manpower-recruitment and selection, training and development, placement and induction motivating sales force, Leading the sales force, compensation and promotion policies, sales meetings and contests.	12
5	Control Process	Analysis of sales volume, cost and profitability, Managing Expenses of sales personnel, Evaluating sales force performance.	10

## **References-**

1. Aker David, et al. Adv. Man-Ment – P. Hall Delhi.
2. An terser, Hair, Bush, Professional sales Management.
3. Batra Rajeew, John G. Myers David A Aaker – Adv. Mgt., Prentice Hall New Delhi.
4. Food Churchill, walker – Management of sales force, Mc qraw Hill, Singapore.
5. Gupta, vas war Das- Sales Management In the Indian perspective, prentice yall Delhi.
6. Johnson, Kurt, schewing- Sales Management, Mc. Graw. Hill, Singapore.
7. Krit. CA. Salesmanship- Tarapore wala Bombay.
8. Norris, James S-Adv. Prentice Hall New Delhi.
9. Patric, Forsyth- Sales magt. Hand book, Jaico pub. Bombay.
10. Senguta, subroto, Brand positioning- Tata Mc. Graw Hill New Delhi.



**Solapur University, Solapur**  
**Nature of Question Paper For Semester Pattern**  
**• Faculty of Commerce (B.Com., M.Com.)**

**Model Question Paper**  
**(w.e.f. June 2010)**

**Time: - 2 hrs.**

**Total Marks-50**

- |             |  |           |
|-------------|--|-----------|
| <b>Q. 1</b> | <b>Multiple choice questions</b><br><b>(four alternatives should be given)</b> | <b>10</b> |
|             | 1 -----  |           |
|             | (a)            (b)            (c)            (d)                               |           |
|             | 2  |           |
|             | 3  |           |
|             | 4  |           |
|             | 5  |           |
|             | 6  |           |
|             | 7  |           |
|             | 8  |           |
|             | 9  |           |
|             | 10   |           |
| <b>Q. 2</b> | <b>Answer the following</b><br><b>(Short note/Short problem/Short answer)</b>  |           |
|             | (A)  | <b>05</b> |
|             | (B)  | <b>05</b> |
| <b>Q. 3</b> | <b>Answer the following</b><br><b>(Short note/Short answer/Short problem)</b>  |           |
|             | (A)  | <b>05</b> |
|             | (B)  | <b>05</b> |
| <b>Q. 4</b> | <b>Answer any one (Long answer/Problem)</b>                                    | <b>10</b> |
|             | i)   |           |
|             | ii)  |           |
| <b>Q. 5</b> | <b>Answer any one (Long answer/Problem)</b>                                    | <b>10</b> |
|             | i)   |           |
|             | ii)  |           |

## 1. Structure of the courses :-

- A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
- B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
- C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

## 2. Nature of question paper:

### A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.

Each objective question will carry one mark **each**.

- C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
- D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option. **for questions 2 to 5.**

3. Practical Examination for B. Sc. I. will be conducted at the end of second semester.

4. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.