AC-2650
First Year B. Com. (Sem. II) Examination
April/May – 2015
Salesmanship & Publicity : Paper - II

Time : 3 Hours] [Total Marks : 50

(1) Fill up strictly the details of signs on your answer book.

Name of the Examination: 
FIRST YEAR B. COM. (SEM. 2)

Name of the Subject: 
SALESMA NSHIP & PUBLICITY : PAPER - 2

座 No.: 

Student's Signature

(2) प्रश्न - 1 केवल जवाब दें.
(3) के जवाब भरना अंक प्रश्न भूले गूहा हारिये है.

1 हूँ मां जवाब आपो।
(1) सेल्समेनी निम्नलिखित कोण के हैं ?
(2) आराम सेल्समेन अटके हैं?
(3) सेल्समेनी प्राधिकारी जवाबें.
(4) विश्व बंपर एवं नियोजन सार्थक अटके हैं?
(5) विश्वासनी सामर्थ्य जवाबदारी अटके हैं?

2 सेल्समेन ने ताजीम आपानी या नाय कैसा अने गर्दारका पर्यायो.

13 अध्याय

2 सेल्समेनी विविध सार्थक एवं अधिकारी समझाओ.

13 अध्याय

3 प्रत्येक विश्वासनी अटके हैं? तेज विविध माध्यमो समझाओ.

13 अध्याय

3 विश्वासनां माध्यमों पसंदनी करती वजह अन्य मुद्रा व्यापारम राखियो?

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[Contd...
Instructions : (1) As per the instruction no.1 of page no.1
(2) Question no. 1 is compulsory.
(3) Figures to the right indicate full marks of the question.

1 Answer in brief : 10
(1) Who appoints a salesman ?
(2) What is meant by counter salesman ?
(3) State the sources of salesman.
(4) What is meant by electric signs ?
(5) What is meant by social responsibility of advertisement ?

2 Describe the advantages and disadvantages of training for a salesmen.

OR

AC-2650] 2 [Contd...
2 Explain the various authorities of salesman.

3 What is meant by 'direct publicity'? Explain various media for direct publicity.

OR

3 Which point should be considered while selections of advertising media?

4 (A) Write short notes (any One)
   (1) Procedure for selection of salesman
   (2) Internet advertisement.

(B) Case study:

Mannohak Company Pvt. Ltd. desires to manufacture and sell the biscuit of high quality. The cost of production per kg. of this biscuit is likely to be Rs. 70.00. There is a cutthroat competition in this field. In the market, selling price of the same type of biscuit of high quality manufactured by the different companies are as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>Selling price Rs. (per kg.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>105.00</td>
</tr>
<tr>
<td>B</td>
<td>106.00</td>
</tr>
<tr>
<td>C</td>
<td>104.00</td>
</tr>
<tr>
<td>D</td>
<td>107.00</td>
</tr>
</tbody>
</table>

Question: Which media would you select for advertising this biscuit? Why?