

Advertising, Personal Selling and Salesmanship PYQ 2021

Q1. (a) "The enemies of advertising are the enemies of freedom" - David Ogilvy. Comment.

Ans1(a) David Ogilvy, who is considered the father of advertising, believed that advertising was not only essential for the growth of businesses but also for the preservation of freedom. He believed that advertising is a way to inform people about products and services that are available in the market, which helps them make informed choices. In this way, advertising promotes competition, which in turn drives innovation, efficiency, and better quality products, ultimately leading to consumer welfare.

Ogilvy's statement suggests that those who oppose advertising are, in effect, opposing the free market system that promotes competition and choice. He believed that advertising is a critical component of a free society, as it provides consumers with the information they need to make informed choices.

Furthermore, advertising plays a crucial role in enabling companies to communicate their message to the target audience. It helps create brand awareness, build trust, and develop a loyal customer base. These are essential elements for any business to thrive, and advertising helps to achieve them.

In conclusion, David Ogilvy's statement, "The enemies of advertising are the enemies of freedom," suggests that advertising plays a vital role in promoting competition, choice, and the free market system. It is essential for businesses to communicate their message to their target audience and for consumers to make informed choices. Therefore, those who oppose advertising are essentially opposing freedom and the free market system.

Q1. (b) What is an advertising budget? Discuss any three important methods of setting the advertising budget.

Ans1(b) An advertising budget refers to the amount of money a company sets aside to spend on advertising its products or services. Setting an advertising budget is an essential task for any business as it ensures that advertising costs remain within the company's financial capabilities and helps achieve the desired advertising objectives.

There are various methods for setting the advertising budget, but here are three important ones:

1. **Percentage of Sales Method:** This method involves allocating a percentage of the company's total sales revenue to the advertising budget. The percentage is usually based on historical data or industry standards. For instance, if a company's sales revenue is \$10 million and the advertising budget percentage is set at 10%, the company will allocate \$1 million to advertising.
2. **Objective and Task Method:** This method involves setting specific advertising objectives and determining the tasks required to achieve them. Each task is assigned a cost, and the sum of these costs becomes the total advertising budget. For example, if a company wants to increase brand awareness, it may set tasks such as developing a new logo or running a brand awareness campaign.

3. Competitive Parity Method: This method involves setting the advertising budget based on the company's competitors' spending. The idea is to match or exceed competitors' advertising expenditure to remain competitive in the market. For example, if a company's competitor spends \$500,000 on advertising, the company may allocate the same amount or slightly more to match the competition.

In conclusion, setting an advertising budget is a crucial task that requires careful consideration of the company's financial situation and advertising objectives. The three methods discussed above are essential tools that companies can use to set realistic and effective advertising budgets.

OR

Q1. (a) Explain the DAGMAR Model.

Ans 1(a) The DAGMAR model is a marketing communications model that stands for Defining Advertising Goals for Measured Advertising Results. The model was developed by Russell Colley in 1961 and is based on the idea that effective advertising must achieve specific communication objectives to be successful.

The DAGMAR model has four stages:

1. Communication Objectives: The first stage is to define specific communication objectives that the advertising campaign aims to achieve. These objectives should be specific, measurable, and achievable. For example, an objective could be to increase brand awareness by 30% among the target audience.
2. Communication Task: In this stage, specific communication tasks are identified that will help achieve the communication objectives. These tasks could be developing a new brand slogan or creating a TV commercial that highlights the brand's unique selling proposition.
3. Communication Effects: In this stage, the communication effects of the advertising campaign are evaluated. This includes assessing the extent to which the advertising campaign has achieved its communication objectives. For example, has the brand awareness increased by 30% among the target audience as per the objective set in the first stage?
4. Sales Effects: The final stage involves measuring the sales effects of the advertising campaign. This includes evaluating the extent to which the advertising campaign has translated into actual sales. For example, has the increased brand awareness led to an increase in sales?

The DAGMAR model emphasizes the importance of setting specific communication objectives and evaluating the effectiveness of advertising campaigns based on measurable outcomes. It helps companies to develop effective advertising strategies that align with their overall marketing goals and generate measurable results.

In conclusion, the DAGMAR model is a useful tool for marketers to develop and evaluate advertising campaigns. It helps to ensure that advertising campaigns are focused on achieving specific communication objectives that can be measured and evaluated for their effectiveness.

Q1. (b) Differentiate between

(i) Primary Demand vs. Selective Demand Advertising

Ans. Primary demand advertising and selective demand advertising are two different types of advertising strategies used by companies to promote their products or services.

Primary demand advertising is a type of advertising that aims to create demand for an entire product category rather than a specific brand or company. It focuses on promoting the benefits of the product category as a whole and educating consumers about why they should consider purchasing products within that category. For example, an advertisement for milk may emphasize the health benefits of consuming milk rather than promoting a specific brand of milk.

Selective demand advertising, on the other hand, is a type of advertising that aims to create demand for a specific brand or product within a particular product category. It focuses on promoting the unique features and benefits of a particular product or brand over its competitors. Selective demand advertising is often used by companies that have established a strong brand presence and want to differentiate themselves from their competitors. For example, an advertisement for Coca-Cola may focus on the unique taste of the product compared to other soft drinks in the market.

In summary, primary demand advertising is designed to create demand for an entire product category, while selective demand advertising is designed to create demand for a specific brand or product within a particular product category.

Q1. (B) (ii) Consumer Advertising vs. Industrial Advertising

Ans1 Consumer advertising and industrial advertising are two different types of advertising that target different audiences and have different goals.

Consumer advertising is directed towards individuals who are end-users of products or services. Its primary purpose is to persuade consumers to purchase or use a particular product or service. Consumer advertising can be found in a wide range of media, including television, radio, print ads, and online platforms. The messages in consumer advertising are usually emotional and designed to create a connection with the consumer. Examples of consumer advertising include Coca-Cola's "Share a Coke" campaign and Nike's "Just Do It" campaign.

Industrial advertising, on the other hand, targets businesses and organizations that purchase products or services for their own use or to resell. The goal of industrial advertising is to create awareness, build trust and credibility, and generate leads for B2B sales. Industrial advertising can be found in specialized publications and trade shows. The messages in industrial advertising are usually informative and focus on the features, benefits, and value proposition of the product or service. Examples of industrial advertising include Cisco's "The Internet of Everything" campaign and IBM's "Smarter Planet" campaign.

In summary, consumer advertising is focused on creating demand for products or services among individual consumers, while industrial advertising aims to create awareness and generate leads among businesses and organizations.

Q2 (a) What do you understand by an Advertising Copy? Describe the essentials of a good radio advertising copy.

Ans2(a) Advertising copy refers to the text or message of an advertisement that is meant to persuade, inform or remind the target audience about a product, service, or brand. It is the main content of an advertising campaign and should be created in a way that captures the attention of the target audience and motivates them to take action.

A good radio advertising copy should have the following essentials:

Attention-grabbing: The first few seconds of a radio advertising copy are crucial in capturing the attention of the listener. The copy should have a catchy opening that is memorable and makes the listener curious about the product or service being advertised.

Clear and concise message: Radio advertising copy should be simple, clear, and easy to understand. The message should convey the benefits of the product or service and how it solves a problem for the listener.

Branding: The advertising copy should be consistent with the brand image and should reinforce the brand message throughout the ad.

Call-to-action: The advertising copy should have a clear call-to-action that motivates the listener to take action. This could be to visit a website, call a phone number, or purchase a product.

Emotional appeal: Radio advertising copy should have an emotional appeal that connects with the listener on a personal level. This could be achieved through storytelling, humor, or by creating a sense of urgency.

Repetition: Repetition is an important factor in creating a memorable radio advertising copy. The copy should repeat the brand name, key message, and call-to-action to reinforce the message and make it more memorable.

In summary, a good radio advertising copy should have a catchy opening, clear message, consistent branding, clear call-to-action, emotional appeal, and repetition to create an effective and memorable advertisement.

Q2 Write notes on any two:

(i) Internet Advertising

(ii) Newspaper Advertising

(iii) Advertising in Magazines

Ans. (i) Internet advertising, also known as online advertising, is a form of advertising that uses the internet to deliver promotional marketing messages to consumers. It includes a range of advertising formats, such as display ads, social media advertising, search engine advertising, and email marketing.

Internet advertising offers several benefits to advertisers, such as:

Wide reach: The internet has a global reach, allowing advertisers to reach a large audience from different parts of the world.

Targeted advertising: Internet advertising enables advertisers to target specific audiences based on factors such as demographics, interests, and behavior.

Cost-effective: Internet advertising can be more cost-effective than traditional advertising because it allows advertisers to pay only for the desired results, such as clicks, impressions, or conversions.

Real-time tracking and analysis: Internet advertising provides real-time tracking and analysis of ad performance, allowing advertisers to optimize their campaigns for better results.

Flexibility: Internet advertising allows advertisers to quickly adjust their campaigns to changing market conditions or consumer behavior.

Internet advertising has become increasingly popular in recent years due to the growing number of internet users and the shift towards digital media consumption. However, it also faces challenges such as ad fraud, ad-blocking, and privacy concerns. Overall, internet advertising offers a powerful and effective way for advertisers to reach their target audience and promote their products or services.

Ans. (ii)

Newspaper advertising is a traditional form of advertising that involves placing advertisements in newspapers to promote products, services, events, or ideas. It is a popular and effective way to reach a large audience, as newspapers are read by millions of people every day.

Newspaper advertising can be done in a variety of ways, including classified ads, display ads, inserts, and advertorials. Classified ads are small text-based ads that are typically placed in specific sections of the newspaper, such as the classifieds section. Display ads are larger, more visually appealing ads that are placed throughout the newspaper, often on a full or half page. Inserts are separate pages or sections of the newspaper that contain advertisements, and they are often included with the newspaper itself. Advertorials are advertisements that are designed to look like editorial content, and they are typically written in the same style as the newspaper's regular articles.

Newspaper advertising has several advantages. First, it can be targeted to a specific geographic area or audience, making it a great option for businesses that want to reach customers in a particular region. Second, newspaper ads can be relatively inexpensive, especially compared to other forms of advertising like television or radio. Third, newspapers offer a high level of credibility and trust, which can help build brand awareness and customer loyalty.

However, newspaper advertising also has some drawbacks. For example, the reach of newspapers has declined in recent years as more people get their news online. Additionally, newspaper ads are typically only seen by readers who purchase the newspaper, which can limit the potential audience for the advertisement. Finally, newspapers are typically published on a daily or weekly basis, which means that advertisements may have a shorter lifespan compared to other forms of advertising like billboards or television commercials.

In conclusion, newspaper advertising can be a valuable tool for businesses looking to reach a large audience in a specific geographic area. However, it is important to consider the advantages and disadvantages of this advertising method before making a decision. Ultimately, the best advertising strategy will depend on the specific needs and goals of the business.

Ans. (iii) Advertising in magazines can be an effective way for businesses to reach their target audience. Magazines offer a unique opportunity for advertisers to showcase their products or services in a visually appealing and informative way. Here are some key aspects to consider when advertising in magazines:

1. **Target audience:** Before placing an ad in a magazine, it is important to research the publication's target audience. Advertisers should ensure that the magazine's readership matches their desired customer demographic.
2. **Design:** Magazine ads should be visually attractive and attention-grabbing. High-quality images, bold colors, and catchy headlines can help to make an ad stand out on a page filled with content.
3. **Placement:** Ad placement within a magazine is also important. Advertisers may choose to place their ad on a page adjacent to a relevant article or feature, or they may opt for a full-page spread to ensure maximum exposure.
4. **Frequency:** Consistency in advertising is key. Advertisers should consider placing their ads in magazines on a regular basis to maintain brand visibility and stay top of mind with potential customers.
5. **Call to action:** Lastly, every magazine ad should include a clear call to action. This could be anything from encouraging readers to visit a website or social media page, to offering a promotional discount code for first-time customers.

Overall, advertising in magazines can be an effective way to reach a targeted audience and showcase a business's products or services in a visually appealing way. By considering factors such as target audience, design, placement, frequency, and call to action, advertisers can create successful magazine ads that drive traffic and generate leads for their business.

OR

Q2 a) Define Media Scheduling. What are the various media scheduling patterns available to an advertiser?

Ans(a) Media scheduling is the process of determining when and how frequently an advertisement will be displayed or broadcasted to reach the target audience. It involves the timing, placement, and frequency of ads in different media channels to maximize their impact and effectiveness.

The various media scheduling patterns available to an advertiser include:

1. **Continuous scheduling:** This involves running the advertisement on a regular basis over a given period. It is ideal for products that have consistent demand throughout the year.
2. **Flighting scheduling:** This involves running advertisements intermittently, with periods of intense advertising followed by periods of no advertising. It is suitable for products with seasonal demand or limited budgets.
3. **Pulsing scheduling:** This combines continuous and flying scheduling. It involves running advertisements continuously but increasing the frequency during peak periods. It is ideal for products with varying demand throughout the year.
4. **Seasonal scheduling:** This involves running advertisements only during specific seasons or holidays. It is suitable for products that are relevant only during certain times of the year.
5. **Opportunity scheduling:** This involves taking advantage of unplanned opportunities to place advertisements. It is ideal for products that require immediate attention or for limited-time promotions.

The choice of media scheduling pattern depends on the advertising objectives, target audience, budget, and product characteristics. A well-designed media schedule can help advertisers reach their target audience effectively and efficiently, and maximize the return on their advertising investment.

Q2. b) Explain the various factors affecting selection of media.

Ans(b) The selection of media for advertising is a critical decision that can impact the effectiveness and success of an advertising campaign. Several factors influence the selection of media for advertising, including:

1. **Target audience:** The media selected for advertising should match the characteristics and preferences of the target audience. Factors such as age, gender, income, education, and location can affect the choice of media.
2. **Advertising objectives:** The media selected should align with the advertising objectives, such as brand awareness, sales promotion, or product launch.
3. **Budget:** The budget available for advertising can limit the choice of media. Certain media channels, such as television or radio, can be more expensive than others, such as social media or email marketing.
4. **Reach and frequency:** The media selected should have the ability to reach the target audience with the desired frequency. Media with a high reach can reach a large number of people, while media with high frequency can reach the same people multiple times.
5. **Competition:** The level of competition in the market can affect the choice of media. If competitors are using a particular media channel, it may be necessary to use that media to remain competitive.
6. **Message and creative strategy:** The media selected should be able to effectively communicate the message and creative strategy of the advertising campaign. Certain media, such as print or digital, may be more suitable for displaying visuals, while others, such as radio or television, may be more suitable for audio messaging.
7. **Timing and seasonality:** The timing of the advertising campaign and the seasonality of the product or service can also affect the choice of media. Certain media may be more effective during certain times of the year or for certain types of products.

Overall, the selection of media for advertising requires careful consideration of these factors to ensure that the media chosen aligns with the advertising objectives, reaches the target audience effectively, and maximizes the return on investment.

Q3 (a) What is a full-service advertising agency? What are the functions performed by such type of advertising agencies?

Ans (a) A full-service advertising agency is a type of agency that offers a range of services to clients, from market research and creative development to media planning and buying. These agencies typically have a team of experts who specialize in various aspects of advertising and marketing, allowing them to offer comprehensive solutions to clients' needs.

Here are some of the functions typically performed by full-service advertising agencies:

Market research: Full-service advertising agencies conduct market research to help clients better understand their target audience, including their needs, behaviors, and preferences. This research is used to inform the development of advertising and marketing strategies.

Creative development: Full-service advertising agencies create advertising campaigns, including concepts, copy, and visual design. They may also develop brand identities, logos, and other creative assets.

Media planning and buying: Full-service advertising agencies help clients determine the best media channels to reach their target audience, and then negotiate and purchase advertising space or time on behalf of their clients.

Digital marketing: Full-service advertising agencies may also offer digital marketing services, such as social media management, search engine optimization (SEO), pay-per-click (PPC) advertising, and email marketing.

Public relations: Some full-service advertising agencies also offer public relations services, such as media relations, crisis management, and event planning.

Analytics and reporting: Full-service advertising agencies use data analytics to track the effectiveness of advertising campaigns and provide clients with reports on campaign performance.

Overall, full-service advertising agencies offer a wide range of services to help clients achieve their advertising and marketing objectives. By providing comprehensive solutions, these agencies can help clients save time and resources, while also maximizing the impact of their advertising campaigns.

Q3 (b) What are the objectives of measuring advertising effectiveness?

Ans (b) The objectives of measuring advertising effectiveness are:

1. To evaluate the impact of advertising on brand awareness: One of the primary objectives of measuring advertising effectiveness is to determine how well the advertising campaign has increased brand awareness among the target audience.
2. To measure the impact of advertising on consumer attitudes: Measuring the effectiveness of advertising can help companies determine whether their ads are positively impacting consumer attitudes towards the brand, product, or service.
3. To track the impact of advertising on sales: Measuring advertising effectiveness helps businesses understand whether their advertising efforts are translating into increased sales and revenue.
4. To optimize advertising spending: By measuring advertising effectiveness, businesses can identify which advertising channels and messages are delivering the best results and optimize their advertising spending accordingly.
5. To improve future advertising campaigns: Measuring advertising effectiveness provides insights into what works and what doesn't in advertising, enabling businesses to improve future advertising campaigns and achieve better results.

OR

Q3 (a) Explain the pretesting techniques of measuring sales effects of advertising effectiveness.

Ans Pretesting techniques are used to evaluate the effectiveness of advertising campaigns before they are launched to the public. These techniques are aimed at determining how well an advertisement resonates with the target audience, as well as its potential impact on sales. Here are some pretesting techniques that can be used to measure the sales effects of advertising effectiveness:

Concept testing: This involves showing a sample of the target audience a rough draft of the advertisement to gauge their reactions. This technique can help to identify potential issues or concerns with the advertisement before it is finalized.

Copy testing: This involves showing the final advertisement to a sample of the target audience to get their feedback on its message, effectiveness, and appeal. This technique can help to identify areas that need improvement and ensure that the advertisement is well-received by the target audience.

Pre/post-testing: This involves measuring the sales impact of the advertisement before and after it is launched. This can be done through surveys or by analyzing sales data to determine if the advertisement had a positive impact on sales.

Eye-tracking: This involves using technology to track where the viewer looks while watching an advertisement. This can help to determine if the advertisement is effectively grabbing and holding the viewer's attention.

Focus groups: This involves gathering a small group of people from the target audience to discuss their reactions to the advertisement. This can help to identify potential issues and provide insights into how the advertisement can be improved.

Overall, pretesting techniques can be a valuable tool for measuring the sales effects of advertising effectiveness. By using these techniques, advertisers can ensure that their advertisements are well-received by the target audience and have a positive impact on sales.

Q3. (b) What is meant by advertising media? Discuss the advantages and drawbacks of outdoor advertising.

Advertising media refers to the various channels or platforms used by advertisers to reach their target audience and promote their products or services. These can include traditional media such as television, radio, print, and outdoor advertising, as well as digital media such as social media, search engines, and online display ads.

Outdoor advertising, also known as out-of-home (OOH) advertising, is a type of advertising that targets consumers when they are outside of their homes. This can include billboards, posters, street furniture, transit advertising, and digital screens. Here are some advantages and drawbacks of outdoor advertising:

Advantages:

1. High visibility: Outdoor advertisements are often placed in high-traffic areas, such as highways, city centres, and public transportation hubs, making them highly visible to a large number of people.

2. Longevity: Outdoor advertisements typically have a longer lifespan than other types of advertising, as they are often placed in locations where they can be seen for weeks or even months at a time.
3. Targeted audience: Outdoor advertisements can be strategically placed in locations where the target audience is likely to be, such as near shopping centers, tourist attractions, or sports stadiums.
4. Cost-effective: Compared to other forms of advertising, such as television or print, outdoor advertising can be relatively cost-effective, especially for small businesses.

Drawbacks:

1. Limited message: Outdoor advertisements usually have limited space and time to deliver a message, which can make it difficult for advertisers to convey complex information or tell a story.
2. Lack of targeting: While outdoor advertising can be placed in locations where the target audience is likely to be, it is difficult to target specific demographics or interests.
3. Weather conditions: Outdoor advertising can be affected by weather conditions such as rain, wind, or snow, which can reduce their effectiveness and lifespan.
4. Visual clutter: Outdoor advertising is often placed in areas with many other advertisements, which can result in visual clutter and make it difficult for the advertisement to stand out.

Overall, outdoor advertising can be a useful tool for advertisers looking to reach a large audience in a cost-effective way. However, it is important to consider the potential drawbacks and limitations of this form of advertising before investing in it.

Q4. (a) Advertising and Personal Selling are two competing methods of promotion. Comment.

Ans: Advertising and personal selling are two different methods of promotion that can be used to achieve different marketing objectives. While they are both important tools in a marketer's arsenal, they are not necessarily competing methods. Here are some points to consider:

1. Objectives: Advertising is often used to build brand awareness and generate interest in a product or service, while personal selling is more often used to close a sale or build a relationship with a customer.
2. Reach: Advertising can reach a large audience at once, while personal selling is typically done one-on-one or in small groups.
3. Control: Advertising allows the marketer to have complete control over the message and its delivery, while personal selling relies on the salesperson's ability to communicate effectively with the customer.
4. Cost: Advertising can be relatively cost-effective when compared to personal selling, which can require a significant investment in terms of training, salaries, and travel expenses.
5. Timing: Advertising can be used to create a long-term impact, while personal selling is often used to generate immediate sales.

In some cases, advertising and personal selling can work together to achieve a common goal. For example, advertising can generate interest in a product, while personal selling can close the sale and build a relationship with the customer.

In conclusion, advertising and personal selling are not necessarily competing methods of promotion, but rather two different tools that can be used to achieve different marketing objectives. Marketers should choose the method that best aligns with their marketing goals and consider using both methods in conjunction for maximum impact.

Q4. (b) The objective of personal selling is not to close a sale but build long term relationships. Elaborate.

Personal selling is a form of promotion that involves direct communication between a salesperson and a potential customer. The primary objective of personal selling is not just to close a sale but also to build long-term relationships with customers. Here are some reasons why building long-term relationships is an important objective of personal selling:

1. Repeat business: Building long-term relationships with customers can lead to repeat business, as customers are more likely to return to a company that they trust and have a positive relationship with.
2. Customer loyalty: Long-term relationships can also lead to customer loyalty, as customers are more likely to recommend a company to their friends and family if they have had a positive experience.
3. Upselling and cross-selling: Salespeople who have built a strong relationship with a customer are more likely to be successful in upselling or cross-selling, as they have a better understanding of the customer's needs and preferences.
4. Brand ambassadorship: Long-term relationships can also turn customers into brand ambassadors, who can help to promote a company and its products to others.
5. Competitive advantage: Companies that focus on building long-term relationships with customers can differentiate themselves from competitors who only focus on closing a sale.

In order to build long-term relationships, salespeople need to focus on understanding the customer's needs and preferences, providing personalized solutions, and maintaining open lines of communication. This can involve providing exceptional customer service, following up after a sale, and providing ongoing support and education.

In conclusion, while closing a sale is an important objective of personal selling, it is not the only objective. Building long-term relationships with customers is also critical, as it can lead to repeat business, customer loyalty, upselling and cross-selling opportunities, brand ambassadorship, and a competitive advantage.

OR

Q4. (a) What qualities are expected to be possessed to become a successful salesperson?

Ans. Successful salespeople possess a range of qualities that enable them to build relationships with customers, understand their needs and preferences, and close deals. Here are some of the key qualities that are expected to be possessed to become a successful salesperson:

1. **Communication skills:** Salespeople must be able to communicate effectively with customers, listening actively and speaking clearly to explain products and services.
2. **Empathy:** Salespeople who are empathetic are able to understand the customer's needs and concerns, which can help them build trust and rapport.
3. **Adaptability:** Salespeople need to be able to adapt to changing customer needs and preferences, as well as changing market conditions.
4. **Persistence:** Successful salespeople are persistent, willing to follow up with customers and keep trying even if they encounter rejection.
5. **Self-motivation:** Salespeople need to be self-motivated, setting their own goals and working to achieve them.
6. **Product knowledge:** Successful salespeople have a deep understanding of the products or services they are selling, which allows them to answer customer questions and provide relevant information.
7. **Time management:** Salespeople must be able to manage their time effectively, balancing the need to generate leads and close deals with the need to provide ongoing support to existing customers.
8. **Honesty and integrity:** Salespeople who are honest and have a high level of integrity are more likely to build trust and long-term relationships with customers.
9. **Positive attitude:** Successful salespeople maintain a positive attitude, even in the face of rejection or difficult customers.
10. **Problem-solving skills:** Salespeople who are able to identify and solve problems for customers are more likely to build trust and loyalty.

In conclusion, becoming a successful salesperson requires a combination of communication skills, empathy, adaptability, persistence, self-motivation, product knowledge, time management, honesty and integrity, a positive attitude, and problem-solving skills. By developing these qualities, salespeople can build strong relationships with customers and achieve their sales goals.

Q4.(b) Discuss any five measures to make selling an attractive career.

Ans. Selling can be a highly rewarding and attractive career, but it is often overlooked or undervalued. Here are five measures that can be taken to make selling a more attractive career:

1. **Provide training and development opportunities:** Providing ongoing training and development opportunities for salespeople can help them to stay up-to-date with the latest sales techniques and industry trends. This can also help to demonstrate that the company values and invests in its sales staff.
2. **Offer competitive compensation packages:** Offering competitive compensation packages, including base salaries, commissions, and bonuses, can make a career in selling more attractive. This

can help to attract and retain top talent and demonstrate that the company values and rewards the efforts of its sales staff.

3. Foster a positive company culture: Creating a positive company culture can help to attract and retain salespeople who value a supportive and collaborative work environment. This can involve promoting teamwork, recognizing and rewarding success, and providing opportunities for socialization and team-building.
4. Provide opportunities for career advancement: Providing clear paths for career advancement can help to motivate salespeople and demonstrate that there are opportunities for growth and development within the company. This can involve providing opportunities for promotion, additional responsibilities, and leadership roles.
5. Recognize the importance of selling: Recognizing the importance of selling within the company can help to demonstrate that selling is a critical function that is valued and supported. This can involve involving sales staff in strategic decision-making, providing opportunities for sales staff to share their expertise and insights, and demonstrating the impact of sales on the overall success of the company.

In conclusion, making selling an attractive career requires a range of measures, including providing training and development opportunities, offering competitive compensation packages, fostering a positive company culture, providing opportunities for career advancement, and recognizing the importance of selling within the company. By taking these measures, companies can attract and retain top sales talent and build a strong sales team that can drive growth and success.

Q5. (a) What types of objections do customers generally raise in personal selling?

Ans. Customers can raise various types of objections during personal selling. These objections can be classified into several categories, including:

1. Product objections: Customers may raise objections related to the product or service being sold, such as concerns about quality, reliability, features, or price.
2. Company objections: Customers may raise objections related to the company or brand, such as concerns about the company's reputation, history, or financial stability.
3. Salesperson objections: Customers may raise objections related to the salesperson's credibility, expertise, or professionalism.
4. Timing objections: Customers may raise objections related to the timing of the sale, such as concerns about being able to use the product or service immediately or in the near future.
5. Need objections: Customers may raise objections related to their perceived need for the product or service, such as concerns about whether it will meet their specific needs or solve their problems.
6. Value objections: Customers may raise objections related to the perceived value of the product or service, such as concerns about whether it is worth the price or whether there are better alternatives available.

7. Objections related to competition: Customers may raise objections related to competing products or services, such as concerns about their features, quality, or price.

In conclusion, customers can raise various types of objections during personal selling, including objections related to the product, company, salesperson, timing, need, value, and competition. A successful salesperson must be able to listen carefully to the customer's objections, address them effectively, and provide persuasive responses that address the customer's concerns and lead to a successful sale.

Q 5(b) Explain the various methods that can be adopted by a salesperson in the "Approach" stage of personal selling process.

Ans. The approach stage of the personal selling process is critical as it sets the tone for the rest of the interaction between the salesperson and the prospect. A good approach can help establish rapport, build trust, and create a positive first impression. Here are several methods that can be adopted by a salesperson in the approach stage of personal selling:

Referral approach: The salesperson can use a referral approach where he or she leverages an existing relationship to obtain an introduction or referral to a prospect.

Customer benefit approach: The salesperson can use a customer benefit approach where he or she highlights the benefits that the prospect can receive from the product or service being sold.

Product demonstration approach: The salesperson can use a product demonstration approach where he or she demonstrates the product or service being sold and explains how it can meet the prospect's needs.

Question approach: The salesperson can use a question approach where he or she asks the prospect questions to gain an understanding of their needs and pain points.

Compliment approach: The salesperson can use a compliment approach where he or she offers a sincere compliment to the prospect to create a positive first impression.

Direct approach: The salesperson can use a direct approach where he or she introduces himself or herself and explains the reason for the visit or call.

Third-party approach: The salesperson can use a third-party approach where he or she uses a third party, such as a satisfied customer, to introduce the product or service being sold.

In conclusion, the approach stage of the personal selling process is critical, and the salesperson should use a method that is appropriate for the situation and the prospect. A good approach can help establish rapport, build trust, and create a positive first impression, which can increase the chances of a successful sale.

OR

Q5. (a) What is prospecting? Explain the methods of identifying the prospects in personal selling.

Ans. Prospecting is the process of identifying potential customers or prospects who may have a need or interest in the product or service being offered. It is an essential part of personal selling as it helps

the salesperson to focus their efforts on the most promising prospects and maximize their chances of success. Here are some methods of identifying prospects in personal selling:

1. Referrals: Referrals are one of the most effective ways to identify prospects. The salesperson can ask their existing customers or network for referrals, which can help to identify potential prospects who are already interested in the product or service.
2. Cold-calling: Cold-calling involves making unsolicited calls to potential prospects to introduce the product or service. This method can be time-consuming and may not always be effective, but it can help to identify prospects who are not already known to the salesperson.
3. Direct mail: Direct mail involves sending promotional material, such as brochures or flyers, to potential prospects by mail. This method can be useful for reaching a large number of prospects, but it can be expensive and may not always be effective.
4. Trade shows and events: Attending trade shows and events related to the product or service being sold can be an effective way to identify prospects who are already interested in the industry.
5. Social media: Social media platforms like LinkedIn, Twitter, and Facebook can be useful for identifying potential prospects by searching for relevant keywords and engaging with people who may have an interest in the product or service.
6. Networking: Networking involves building relationships with people who may be able to refer potential prospects or provide access to new opportunities. This method can be effective for identifying prospects who are not already known to the salesperson.

In conclusion, prospecting is the process of identifying potential customers or prospects who may have a need or interest in the product or service being offered. There are several methods of identifying prospects in personal selling, including referrals, cold-calling, direct mail, trade shows and events, social media, and networking. The salesperson should use a combination of these methods to identify and prioritize prospects and maximize their chances of success.

Q 5(b) Is it worth spending money on Customer follow-up after the sale has been closed? Discuss.

Ans. Yes, it is worth spending money on customer follow-up after the sale has been closed. In fact, customer follow-up is an essential component of the sales process as it can help to build long-term relationships with customers, increase customer loyalty, and drive repeat business. Here are some reasons why customer follow-up is important:

1. Customer satisfaction: Following up with customers after a sale shows that the salesperson or company cares about their customers' satisfaction and wants to ensure that they are happy with their purchase. This can help to increase customer satisfaction and build a positive reputation for the company.
2. Relationship building: Following up with customers after a sale can help to build long-term relationships with customers, which can lead to repeat business and referrals. Customers are more likely to do business with a company that they trust and have a positive relationship with.
3. Upselling and cross-selling opportunities: Following up with customers after a sale can also provide opportunities for upselling and cross-selling. By staying in touch with customers and

understanding their needs, the salesperson can identify opportunities to offer additional products or services that may be of interest to the customer.

4. Feedback and improvement: Following up with customers after a sale can also provide valuable feedback that can help to improve the product or service being offered. By understanding the customer's experience and any issues or concerns they may have had, the company can make improvements to their product or service to better meet the needs of their customers.

In conclusion, spending money on customer follow-up after the sale has been closed is worth it as it can help to build long-term relationships with customers, increase customer loyalty, and drive repeat business. By staying in touch with customers, understanding their needs, and providing excellent customer service, companies can differentiate themselves from their competitors and build a positive reputation in the marketplace.

Q6. Attempt any three of the following:

(i) Audience Selection

Ans. 6(a) Audience selection is a critical aspect of advertising and marketing, as it involves identifying and targeting the ideal audience for a particular product or service. Choosing the right audience can have a significant impact on the success of an advertising campaign, as it can determine how effectively the message resonates with potential customers and drives desired actions.

The following are some key factors to consider when selecting an audience for an advertising campaign:

1. Demographics: Demographic factors such as age, gender, income, education level, and geographic location can help identify potential customers who are most likely to be interested in a product or service.
2. Psychographics: Psychographic factors such as personality traits, values, interests, and lifestyle habits can provide additional insights into the attitudes and behaviors of potential customers, allowing for more targeted messaging.
3. Behavior: Past behavior, such as purchasing history or online browsing activity, can be used to identify potential customers who are already interested in similar products or services.
4. Context: The context in which the advertising message is being delivered can also impact audience selection. For example, advertising on social media may require a different approach than advertising on television.

Once the target audience has been identified, advertisers can then develop messaging and creative elements that resonate with that audience. This may involve using language, visuals, or messaging that speaks directly to the needs, interests, and desires of the target audience.

It is important to note that audience selection is an ongoing process, and advertisers must continuously monitor and adjust their approach based on changing consumer behaviours and preferences. By continually refining their audience selection and messaging strategies, advertisers can optimize the effectiveness of their campaigns and drive desired results.

(ii) Humorous Copy

Ans. Humorous copy is a type of advertising copy that uses humor to engage and entertain the target audience. Humor can be a powerful tool in advertising, as it can help to create a positive emotional response to the brand or product being advertised. When executed effectively, humorous copy can be memorable and shareable, making it more likely to be noticed and shared by consumers.

There are several benefits to using humorous copy in advertising:

1. **Attention-grabbing:** Humor can help an ad stand out from the countless other advertisements that consumers are exposed to every day, making it more likely to be noticed and remembered.
2. **Emotional engagement:** Humor can create a positive emotional response to the brand or product being advertised, making consumers more likely to form a connection with it.
3. **Shareability:** Humorous ads are more likely to be shared on social media and other platforms, increasing the reach and exposure of the advertisement.

However, it is important to note that humor can be subjective and what one person finds funny, another may not. It is also important to ensure that the humor is appropriate and does not offend or alienate any potential customers.

In order to create effective humorous copy, advertisers must carefully consider the target audience and ensure that the humor is relevant and appropriate to them. It is also important to strike a balance between humor and the product or brand being advertised, as the ultimate goal is to drive sales and brand awareness. By using humor strategically, advertisers can create advertising campaigns that are both entertaining and effective.

(iii) Importance of Layout

Ans. The layout is an important element of advertising and marketing materials, including print ads, brochures, websites, and social media graphics. It refers to the visual arrangement of text, images, and other design elements on a page or screen. A well-designed layout can make the difference between an effective and a lackluster advertising campaign.

Here are some reasons why layout is important in advertising:

1. **Catches attention:** A well-designed layout can immediately grab the attention of the target audience and draw them in. It can be used to highlight key information, such as the product or service being advertised, and make it stand out.
2. **Organizes information:** A good layout can help to organize information in a way that is easy to read and understand. This can make it more likely that the target audience will engage with the advertising material and take the desired action, such as making a purchase or visiting a website.
3. **Builds brand identity:** The layout can be used to reinforce the brand identity and make the advertising material instantly recognizable. Consistency in layout across different marketing materials can help to build brand recognition and trust among consumers.

4. Enhances message impact: The layout can be used to enhance the impact of the advertising message. For example, using bold, large fonts can emphasize a key message or tagline, while incorporating high-quality images can make the advertising material more visually appealing.
5. Improves readability: A well-designed layout can improve the readability of the advertising material, making it easier for the target audience to engage with the content and absorb the information.

In summary, a well-designed layout is an essential element of effective advertising. It can catch attention, organize information, build brand identity, enhance message impact, and improve readability. By investing in layout design, marketers can create advertising materials that stand out, engage the target audience, and drive results.

(iv) Buying Motives

Ans. Buying motives refer to the reasons that drive a customer to make a purchase. Understanding these motives is critical to developing effective marketing and sales strategies that resonate with the target audience.

There are several types of buying motives that can influence a customer's decision to purchase a product or service:

1. Rational motives: These are based on logic and reason, such as the need for a specific product to meet a functional need or solve a problem.
2. Emotional motives: These are based on feelings and emotions, such as the desire to feel happy, secure, or confident.
3. Patronage motives: These are based on loyalty to a brand or business, such as a preference for a particular brand or company due to past positive experiences.
4. Social motives: These are based on social influences, such as the desire to fit in with a certain group or social class.
5. Cultural motives: These are based on cultural or societal values, such as the desire to support a business that aligns with one's values or beliefs.

Understanding these different buying motives can help businesses develop marketing and sales strategies that appeal to their target audience. For example, if a company is selling a luxury product, they may want to focus on emotional and social motives to appeal to customers' desires for status and recognition. Alternatively, if a company is selling a practical product, they may want to focus on rational motives to demonstrate the product's functionality and usefulness.

In summary, buying motives are the underlying reasons that drive customers to make a purchase. Understanding these motives can help businesses develop effective marketing and sales strategies that resonate with their target audience and drive sales.

(v) Customer Follow-up

Ans. Customer follow-up is the practice of reaching out to customers after a sale has been made to ensure their satisfaction and build ongoing relationships. This is an important part of the sales

process as it can lead to increased customer loyalty, repeat business, and positive word-of-mouth advertising.

Here are some reasons why customer follow-up is important:

1. **Builds relationships:** Following up with customers shows that you value their business and are interested in their needs. This can help to build stronger relationships and increase customer loyalty.
2. **Addresses concerns:** Following up with customers gives them an opportunity to voice any concerns or issues they may have with the product or service. This allows the business to address these concerns and provide solutions to ensure customer satisfaction.
3. **Increases referrals:** Satisfied customers are more likely to refer their friends and family to the business. Following up with customers can help to encourage positive word-of-mouth advertising and lead to new customers.
4. **Provides opportunities for upselling:** Following up with customers can also provide opportunities for upselling or cross-selling additional products or services.
5. **Generates feedback:** Following up with customers can also generate valuable feedback that can be used to improve the product or service and better meet customer needs in the future.

In summary, customer follow-up is an important part of the sales process that can lead to increased customer loyalty, repeat business, positive word-of-mouth advertising, and valuable feedback. By investing in customer follow-up, businesses can build stronger relationships with their customers and increase their chances of long-term success.

(vi) AIDAS model of Personal Selling

Ans. AIDAS is a model of personal selling that outlines the stages of the selling process. The model is an acronym for Attention, Interest, Desire, Action, and Satisfaction.

1. **Attention:** The first stage of the AIDAS model is to gain the attention of the prospect. This can be done through a variety of methods, such as making an eye-catching introduction, providing relevant information, or asking thought-provoking questions.
2. **Interest:** Once the prospect's attention has been captured, the salesperson must then generate interest in the product or service. This can be done by highlighting the benefits of the product or service, providing relevant information, or offering a demonstration.
3. **Desire:** The next stage is to create a desire for the product or service. This can be achieved by addressing the prospect's needs and demonstrating how the product or service can meet those needs. The salesperson may also use testimonials or case studies to provide social proof and build credibility.
4. **Action:** The fourth stage is to prompt the prospect to take action, such as making a purchase or scheduling a follow-up appointment. This can be done by providing a clear call to action and outlining the steps necessary to complete the transaction.

5. Satisfaction: The final stage is to ensure the customer is satisfied with the purchase. This can be achieved by following up with the customer, addressing any concerns or issues, and providing ongoing support.

The AIDAS model of personal selling is a useful framework for understanding the stages of the selling process and developing effective sales strategies. By focusing on capturing attention, generating interest, creating desire, prompting action, and ensuring satisfaction, salespeople can increase their chances of success and build long-term relationships with their customers.

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