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1 Define personal selling

Personal selling means personal communication between buyer and seller by or through the representative of seller. Personal selling is a sales promotion activity. It involves two-way communication between the buyer and the seller.

2 Define publicity

According to definition committee (1948) of the American marketing Association, "Publicity can be defined as any form of commercially significant news about a product, an institution, a service or a person published in space or radio time that is not paid for by the sponsor."

3 Define propaganda

According to Frank Jefkins, "Propaganda is the means of making known in order to gain support for an opinion, creed or belief."

4. What do you mean by the sales promotion

According to American Marketing Association, "where as advertising has been defined as a non-personal presentation, sales promotion has been defined as those marketing activity, other than personal selling, advertising and publicity, that stimulate consumer and dealer effectiveness, such as displays, shows and exhibitions, demonstrations, and various non-current selling efforts in the ordinary routine."

5. Define salesmanship.

Advertising is sometimes called as salesmanship in print or in writing. Both are invaluable for selling goods and thus one is not complete without the others. Both are inseparable as the object in both the cases is to bring the goods to the notice of the public.

6. Explain AIDA

- A - Attention
- I - Interest
- D - Desire
- A - Action

1. What are the differences between personal selling and advertising

Personal selling means personal communication between buyer and seller by or through the representative of seller. Personal selling is a sales promotion activity. It involves two-way communication between the buyer and the seller. Although both are designed to achieve the same objective, i.e. to promote the sales but there are some striking dissimilarities between personal selling and advertising which may be given as under.

Personal and non-personal communication
 Personal selling is a personal and direct communication between the buyer and the seller or his agent for selling the product.

Paid but independent media

Personal selling is a paid form of communication wherein the salesmen are duly employed in a company. On the contrary, advertising is also a paid form

of communication but an independent media which is employed only on a task/assignment basis. As soon as the assigned task is over, the advertising media get disengaged and work independently.

Audience:

Personal selling is concerned with individuals who come in his contact whereas the advertising is always addressed to the masses.

Objective:

The object of personal selling is to influence a person who comes in his contact, and appeal to a group of persons and to create a favorable atmosphere towards the product.

Intensity of communication:

Personal selling is more intensive in the transactional phase, whereas advertising is more intensive in the pre and post transactional phases.

Removal of doubts:

Since the salesman directly talks to the buyer concerned, he can remove
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his doubts, if any in personal selling. On the contrary, in advertising it is not possible to remove the doubts of individual buyer as he is not in direct contact with him.

Cost:

In order to make effective, it is necessary to maintain a big sales force in personal selling which is very costly indeed whereas in advertising it does not require maintenance of a force and hence it is not so costly. Advertising media can be engaged as and when needed.

Controlling Agency:

Personal selling activities are controlled by the company itself, whereas the advertising media except mail advertising, are generally owned and controlled by several other agencies, such as radio, television, newspaper etc.

2 Define publicity, how it differs from advertising.

Define publicity:

According to definitions committee (1948) of the American Marketing Association, "Publicity can be defined

as any form of commercially significant news about a product, an institution, a service or a person published in space or radio time that is not paid for by the sponsor."

Distinction between Advertising and publicity

Advertising and publicity both are synonymous as the goals of both are same and they carry the same message. However, they slightly differ in nature and may be distinguished as under.

1) Advertising and publicity by the sponsor and hence it is commercial transaction. On the contrary, publicity is not paid by the sponsor and thus it does not have commercial features.

2) Advertising is always non-personal whereas the publicity may be both personal and non-personal.

3) The object of advertising is to attract the customers and induce them to make purchases. On the contrary, the object of publicity is to make the views of the enterprise public irrespective of the fact whether the public is influenced or not.

a) The scope of advertisement is limited as compared to publicity.

b) The expenses of advertisement is limited and borne by the advertiser whereas the publicity is free.

c) The advertisement bears the name of the advertiser whereas in publicity does not.

In spite of the above differences, advertising and publicity are considered one and the same and thus are generally used interchangeably. The public uses both the terms synonymously.

5) What are the distinctions between Advertising and propaganda

According to Frank Jefkins, "Propaganda is the means of making known in order to gain support for an opinion, creed or belief." The difference between propaganda and advertising is as follows:

Objective:

The main objective of advertising is to sell goods or service to the largest possible market. On the contrary

The main objective of propaganda is to disseminate a particular idea, doctrine or message among its followers.

Scope:

The scope of advertising is much wider as to propaganda.

Market:

Advertising presumes that there is market where goods and services can be sold. Hence there is no question of advertising if there is no market. On the contrary, propaganda does not require any market as it is not intended for selling something.

Expenses:

In advertising expenses are incurred in a planned way whereas in propaganda there is no limit as to expenses.

Personal Art:

In advertising there is no dominating role of personal skill and art whereas in propaganda personal skill and art play a definite and important role.

4. What are the difference between advertising and sales promotion.



According to American Marketing Association, "whereas advertising has been defined as a non-personal presentation, sales promotion has been defined as those marketing activities, other than personal selling, advertising and publicity, that stimulate consumer and dealer effectiveness, such as displays, shows and exhibitions, demonstrations and various non-current selling efforts not in the ordinary routine".

Objective:

Advertising aims at developing a favorable atmosphere towards the product and also of the prospective buyer to the point of purchase, whereas sales promotion takes over the prospective buyer at this point and persuades him to have a favorable purchase decision by providing one or the other kind of inducement.

Media:

The advertising media includes press, out door, audio visual etc. whereas sales promotion media includes consumer contents, premiums, prizes, distribution of free samples, demonstration of products, dealer schemes, promotional fairs, exhibitions etc.

Management perspective:

In advertising, company management perspective may be long term and short term, whereas in the name of sales promotion, the management perspective is relatively for a short term only.

Frequency:

Advertising is comparatively more frequency and repetitive as compared to sales promotion. sales promotion is undertaken for some specific objective only.

Timing:

Advertising is more pronounced in pre and post advertising transaction phase whereas the sales promotion is more pronounced in pre-transaction phase.

controlling Agency

Advertising media, except mail advertising, are generally owned and controlled by several outer agencies whereas sales promotion activities are totally controlled by the company.

Personal and Non-personal.

Advertising is non-personal whereas sales promotion is personal communication with the prospective buyer.

scope:

The scope of Advertising is much wider as compared to sales promotion.

5. Difference between the advertising and salesmanship

Advertising is sometimes called as salesmanship in print or in writing. Both are invaluable for selling goods and thus one is not complete without the other. Both are inseparable as the object in both the cases is to bring the goods to the notice of the public. Thus the difference lies in the nature of

work which may be summarised as under.

Personal/Non personal

In advertising there is non-personal communication whereas salesmanship is personal communication.

Audience:

Advertising is always addressed to masses whereas salesmanship is addressed to individual or individuals.

Demonstration of actual use:

In advertising, the actual use of a product cannot be demonstrated whereas in salesmanship the actual use of a product can be demonstrated.

Satisfaction of want:

Advertising is directed to satisfy a general want whereas salesmanship is directed to satisfy specific want of one individual customer.

Expensive:

Advertising is less expensive as compared to salesmanship in which a large paid

Sales force is to be maintained

6. What are the legal Restrictions of Advertising,

It is now an open secret that some of producers use advertising to deceive the customers. However, we do not have any direct legislation for preventing deceptive advertisement in India. The MRTP Act is also silent on these matters. That is why open fraud is committed through misleading advertisements in India. For instance, "Our TV sets would guarantee lifelong, troublefree service", "Our magic rings will fulfill your all desires overnight", "Our detergent cake washes 50% more clothes whitest, brightest and safest" etc. That is why consumers are demanding stern action against such type of false and misleading advertisements in India. In this connection, Sachar Committee has recommended that the following acts of the sellers should be declared as Unfair trade practices and thus be punished accordingly.

1). Misleading Advertisement and false representations. A seller should not falsely

represent.

i). That the goods are of particular standard, quality, grade, style, composition or model.

ii). That the re-built second hand goods are new goods.

2). Offering of gifts or prizes with the intention of not providing and conduct protection Act is providing some safety in India against false advertising.

7. Why the socialist against Advertising.

Misrepresentation of facts:

Most of the advertisements contain tall claims in favour of their products simply to tempt people to purchase the same. The benefits advertised are not enjoyed by the consumers in full. So, it causes tremendous loss to the consumer. However, such products are short-lived and thus soon go out of the market.

Wastage of national resources

Another objection against advertising is that it might lead to gross wastage of national resources. It is responsible for frequent changes in the system, fashion and habits of the people and consequently it destroys the utility of the goods much before their normal use. We often find quick change in the models of cars, televisions, radio, fridge in western countries which leads to an easy rejection of old models and adoption of new ones. On this account the producers start reducing the quality of their products which ultimately is not good for the consumers and the society as a whole.

Press is influenced by the advertisers:

Today, the press is influenced by advertisers because they provide the major source of revenue for the existence of newspapers and journals. That is why most of their space is occupied by advertisements. However, this criticism is not totally correct as

they print and publish whatever the advertiser demands and not at their own will. Advertisements are their source of income

8. List out various economic objections of Advertisement.

Advertising is not productive:

Critics argue that advertising does not produce any tangible goods. Of course it is also true. But all productive work need not necessarily result in tangible goods.

Advertising increases cost of goods.

It is argued that advertising is responsible for increasing the cost of production which in turn becomes the cause of rising prices. For instance every day lakhs of rupees are spent in advertising through TV.

Advertising multiplies the needs of consumers:

This is the argument of critics of competitive advertising, is the responsible

for the multiplication of the needs of the consumers by appealing to the various sentiments and instincts of consumers who are forced to purchase goods which they cannot afford and do not need at all.

Advertising treats monopoly.

An objection generally raised against advertising is that it tends to develop monopolies. Advertising generally lays emphasis on a particular brand or brands.

Advertising encourages wastes:

It is argued that advertising encourages waste as people are forced to purchase those advertised goods which they do not need at all. However, this argument is not considered in competitive advertising.

Ques 2

1. List out the various advantages of advertising in different peoples.

A) Manufacturers or producers:

i) Mass production needs mass selling. Advertising makes it possible.

ii) It increases and stabilises the sales turnover.

iii) It helps easy introduction of products in the market.

iv) It helps in reducing production cost considerably.

v) It helps in increasing profits of a company.

B) Wholesalers and retailers.

i) Advertising supplements the selling activities.

ii) It enables them to have production information.

iii) It ensures more economical selling as selling cost is reduced.

iv). It stabilises the prices and avoids losses to whole sellers and retailers through change in the price.

c) Consumers:

i). It plays a role of paramount importance in making decision as to selection of a product suited to the consumer.

ii). It acts as an informative service and educates the consumer.

iii). Advertising is responsible for higher standard of living of the consumers.

iv). Advertising enhances consumers satisfaction.

v). It ensures better quality products at reasonable rates.

D) salesman / sales force

i). Advertising prepares necessary colourful background and thus selling efforts are considerably reduced.

ii). It makes the task of the salesman convenient.

iii). It makes the introduction of a product quite easy and convenient for the salesman.

iv). It instills self confidence and initiative in the salesman.

E) Community or society:

i). Advertising creates employment both directly and indirectly.

ii). Advertising promotes art and initiative.

iii). Advertising is a tool of mass communication.

iv). It is advertising revenue that makes the newspaper etc.

2. Explain AIDA model

A - Attention

I - Interest

D - Desire

A - Action

Attention:

The layout is the most important factor that directs the attention of the targeted audience to an advertisement. Topography and colours used in the layout of the advertisement can rivet us. The size of the advertisement also compels us to get attracted to it. Moment is also an important element for getting attention.

Interest:

Advertisement seen does not mean advertisement read. As a matter of fact mostly people see the illustrations and do not read the copy as they feel it burdensome job. Hence

Illustrations have to work hard. The advertisement should have suitable headlines. The selection of illustration and its integration to life are thus very important.

Desire:

The basic objective of advertising is to create a desire for the product or service being advertised. Appeals are used for motivation of people. Of course there are certain barriers here certain reservations in the mind of prospect.

Action:

In case of the advertisement is successful in attracting the attention, developing interest and creating a desire for the product in the mind of prospect then the last and the most important stage is the action of the prospect when he actually buys the product. It is the final stage and thus is also called behaviour stage.