

Roll No.

Total No. of Questions : 13]

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Paper ID [B0239]

(Please fill this Paper ID in OMR Sheet)

MBA (MB-502) (S05) (LE) (Sem. - 4th)

ADVERTISING & SALES MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Define advertising.
- b) What is publicity?
- c) A I D A Model
- d) Market Segmentation.
- e) Marketing Mix.
- f) Advertising media.
- g) Copy writing.
- h) Advertising layout.
- i) Advertising Agency.
- j) Advertising Effectiveness.
- k) Define sales Management.
- l) Sales contests.
- m) Sales Budget.
- n) Channels of distribution.
- o) Sales quotas.

A-468

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)* What is advertising? Explain various objectives of advertising.
- Q3)* Discuss advertising as a social process.
- Q4)* Explain various models of advertising communication.
- Q5)* Discuss various methods of setting advertising budget.
- Q6)* Discuss any two indoor media vehicles.
- Q7)* What is advertising copy? State attributes of an effective advertising copy.
- Q8)* Define advertising agency and discuss its functions.
- Q9)* Explain various methods of testing advertising effectiveness.
- Q10)* What is sales management. Discuss its features.
- Q11)* Explain various types of sales organisations.
- Q12)* What is sales quota. Explain different types of sales quotas.
- Q13)* Define sales budget. Discuss different methods of binding sales force.

