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MBA (Sem. - 4th)
ADVERTISING AND SALES MANAGEMENT
SUBJECT CODE : - MB - 904 (2K8 & Onwards)
Paper ID : [C0181]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

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

Section - A

(10 × 2 = 20)

- Q1)** a) What is Advertising?
- b) What is integrated marketing?
- c) Define selective attention?
- d) What is media planning?
- e) What are the ethics of advertising?
- f) Define sales management.
- g) What are Selling Expenses?
- h) What is functional sales organization?
- i) Why sales contests are held?
- j) What are the sources of sales persons' recruitment?

(4 × 10 = 40)

- Q2) Explain advertising strategies in various stages of product life cycle.
- Q3) What is advertising budget? Discuss any two methods of determining advertising budget.
- Q4) Describe various types of advertising media available in India. Outline their relative strengths and weaknesses.
- Q5) Explain the qualities of good advertising copy and layout.
- Q6) Discuss the relationship of sales department with other departments of an organization.
- Q7) Explain the importance of sales force motivation and discuss various motivational techniques for sales shaft.

