

Roll No.

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MBA (Sem. - 4th)

ADVERTISING & SALES MANAGEMENT

SUBJECT CODE : MB - 904 (2009 to 2011)

Paper ID : [C0181]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

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

Section - A

Q1)

(10 × 2 = 20)

- a) Difference between advertising and publicity.
- b) Advertising Copy.
- c) Motivating Sales force.
- d) Personal selling.
- e) Territory management.
- f) Sales targets.
- g) Sales contests.
- h) AIDA.
- i) Advertising ethics.
- j) Surrogate advertising.

Section - B

(4 × 10 = 40)

- Q2)** Why and when do industry needs to use communication strategies to fight competition? Bring out the scope and opportunities for integrated market communications in India.
- Q3)** Discuss significance of advertising at various stages of PLC.
- Q4)** Consumers do not switch from disinterested individuals to convinced purchasers instantaneously. Discuss Lavidge-Steiner model in this respect.
- Q5)** What do we mean by advertising budget? Discuss media and campaign planning in this regard.
- Q6)** What is meant by selling process? What are objectives of sales management?
- Q7)** Write notes on :
- a) Sales promotion.
 - b) Types of sales quotas.

