

2316

20

Class – PGDBM (Sem.II)

Subject – Advertising & Sales Management

Time Allowed : 3 Hours

Maximum Marks : 50

SECTION-A

Attempt any 5 questions out of 8. Each carries 2 marks.

- (i) Visual layout
- (ii) Mural Advertising
- (iii) Sales Territory
- (iv) Vestibule Training
- (v) Sales management
- (vi) Social implications of Advertising
- (vii) Difference between Media buying and Media Selection
- (viii) Induction (5 × 2 = 10)

SECTION-B

Note:- Attempt any 2 Questions out of 4. Each carries 10 marks.

- 2. Define Advertising? What are the various basis for classification of advertising?
- 3. Discuss the concept of DAGMAR in detail.
- 4. What are the major pre testing and post testing techniques for evaluating advertising Effectiveness?

- 5. What do you mean by Media selection? Discuss the various factors affecting selection of a particular media for advertising? (10 × 2 = 20)

SECTION-C

Note:- Attempt any 2 Questions out of 4. Each carries 10 marks.

- 6. What is sales force recruitment process? Explain different sources of sales force recruitment.
- 7. Define training. What are important areas of sales training?
- 8. Discuss the process and methods for motivation for sales force?
- 9. Discuss the role of quotas in managing sales force?
