

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?

com