

Exam. Code : 304302

Subject Code: 5200

**P.G. Dip. in Business Management Semester—II**  
**PCDBM-204 : ADVERTISING AND SALES**  
**MANAGEMENT**

Time Allowed— 3 Hours]

[Maximum Marks—50

- Note—**
- (i) Attempt any **five** questions from Section A. Each question carries **2** marks. Answer to each question upto **five** lines in length
  - (ii) Attempt any **two** questions each from Section B and Section C. Each question carries **10** marks. Answer to each question should not exceed **5** pages in length.

**SECTION-A**

1.
  - (i) Write a note on Dummy advertising vehicles.
  - (ii) What is the importance of theme in advertising ?
  - (iii) Write a note on DAGMAR approach.
  - (iv) Discuss in brief the layout of advertisement program.
  - (v) Write a brief note on sales evaluation programs.
  - (vi) Discuss the latest sources of recruitment for sales workforce.

(vii) Discuss the importance of motivation of sales personnel.

(viii) Write a note on aspects to be considered in designing sales territories.

### SECTION-B

2. Write a note on the factors affecting selection of advertisement media.
3. Explain the need of measuring advertisement effectiveness. Also write a detailed note on the methods of measuring advertisement effectiveness.
4. Discuss the various kinds of advertisement agencies. Also discuss the organization structure of advertisement agency.
5. Discuss the functions of advertisement. Also write a detailed note on various types of advertisement.

### SECTION-C

6. What do you mean by Personal Selling ? What are the stages involved in personal selling ?
7. Write a note on the important aspects to be considered at the time of selection of sales personnel.
8. Define the term Sale Quota. What are the merits and demerits of fixing sales quotas ?
9. "Training Programs for sales workforce has been highly effective in improving their motivation level and enhancing their performance." Give your views.