

Exam. Code : 304302

Subject Code : 7416

**P.G. Diploma in Business Management 2<sup>nd</sup> Semester  
ADVERTISING AND SALES MANAGEMENT**

**Paper—PGDBM-204**

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— (1) Attempt any *five* questions from Section-A.  
Each question carries 2 marks. Answer each question upto *five* lines in length.

(2) Attempt any *two* questions each from Section-B and Section-C. Each question carries 10 marks. Answer to each question should not exceed *five* pages in length.

**SECTION—A**

1. Write notes on any *five* of the following :

- (a) Difference between Advertisement and Sales Promotion.
- (b) Retentive Advertising.
- (c) Role of Advertising Agency.
- (d) Advertisement Layout.
- (e) Consumer Jury Method.
- (f) Job Description.
- (g) Kerb Side Conference
- (h) Sales Analysis.

### SECTION—B

2. Discuss in detail the qualities of a good advertisement.
3. Critically evaluate the methods of measuring advertisement effectiveness.
4. Write a brief note on the structure and functions of advertising agencies.
5. “In the present hi-tech world, selection of advertisement media has become a highly tedious job to be done by the highly specialized professionals.” Give your views.

### SECTION—C

6. “Recruitment and Selection of sales force has to be done carefully as the main pillar of success of marketing is the human resources.” Give your comments. Also discuss the aspects to be considered while selecting a person for the sales job.
7. What do you mean by sales territories ? Also discuss the reasons for the establishment of sales territories.
8. What is the purpose of establishing sales quota ? Also discuss the characteristics of a good sales quota system.
9. What is the need of sales force supervision ? What aspects should be kept in mind while supervising sales force ?