

Exam. Code : 304302

Subject Code : 5397

**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** :— The question paper consists of **EIGHT** questions. Candidates are required to attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. Each question carries equal marks.

**SECTION—A**

1. (i) Define Advertising. What are the economic implications of advertising ?  
(ii) Highlight the important functions of advertising.
2. Highlight three objectives of Advertising. Also, discuss the DAGMAR approach.

**SECTION—B**

3. (i) Describe the different ways that advertisers use to make appeals to consumers citing suitable examples.  
(ii) Explain the advantages and disadvantages of different types of media available for advertising.
4. What is an ad copy ? Explain the different elements of an advertising copy with suitable examples.

**SECTION—C**

5. Suppose Maruti Suzuki is introducing a new line of SUVs and has created the advertising campaign. How would you assess the effectiveness of the campaign ? Write a detailed note on pre-testing and post-testing of an ad copy.
6. (i) Write a detailed note on organization structure of an advertising agency.  
(ii) Highlight the ethical and social aspects of advertising. Why ethics in advertising is gaining more attention ? What are the advertising regulatory options available to consumers in India ?

**SECTION—D**

7. (i) Highlight the personal traits required for a salesperson.  
(ii) Discuss the different objectives of Personal selling.
8. (i) Describe different techniques to motivate the sales personnel in a service organization.  
(ii) How would an organization evaluate sales people by using marketing metrics ?