

Exam. Code : 304302

Subject Code : 6349

P.G. Diploma in Business Management 2<sup>nd</sup> Semester  
(Batch 2021-22)

**ADVERTISING AND SALES MANAGEMENT**

**Paper—PGDBM-204**

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each Section. The **FIFTH** question may be attempted from any Section. All questions carry equal marks.

**SECTION—A**

1. Discuss the role of advertising in terms of its benefits and limitations.
2. What do you understand by DAGMAR approach ?  
What can be the objectives of advertising as per DAGMAR ?

**SECTION—B**

3. Describe the components of the 'Slice of Life' execution of advertising appeal.

4. Discuss the process of making an advertising budget.

#### SECTION—C

5. Explain the guidelines of effective copywriting for Television, of a national level product.
6. Describe the organisation structure of a typical MNC Advertising Agency.

#### SECTION—D

7. Is sales territory design an issue that is related to sales force motivation ? Give reasons.
8. Discuss the skills and knowledge required by a sales person to be effective in personal selling.