

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

MBA (Sem.-4th)

ADVERTISING AND SALES MANAGEMENT

Subject Code : MB-904 (2009 to 2011 Batches)

Paper ID : [C0181]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A

1. Write briefly :

nic aspect of Advertising.

- b. What do we mean by an Advertising Strategy?
- c. What is an Advertising Budget?
- d. What is an Advertising Layout?
- e. Describe Copyrighting.
- f. What do we mean by Media Management?
- g. What are the functions of a Sales Department?
- h. What do we mean by a Distributive Network?
- i. Explain any one training method for Sales Force.
- j. What is a Sales Quota?

SECTION-B

2. How would you plan & manage an Advertising Campaign? Explain the various Advertising Strategies.
3. Describe the Advertising Budget Process. Explain the key concepts of administering the Budget.
4. Explain the Media Planning & Scheduling concept in detail. Describe a few Multimedia Strategies.
5. Describe in detail the structure, function & client relationship of an Advertising Agency.
6. What are the various types of a Sales Organization Structure? What is the relationship of sales department with other departments?
7. What do we mean by a Sales Contest? Explain its advantages & help in motivating & improving performance of the Sales Personnel?