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Total No. of Pages : 02

Total No. of Questions : 07

MBA (Sem.-4<sup>th</sup>)

**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 short notes on :
  - a) Advertising Research
  - b) AIDA Model
  - c) Multi Media Strategies
  - d) Advertising Layout
  - e) Copy Testing
  - g) Cost Analysis
  - h) Recruiting and Selecting Sales Personnel
  - i) Advertising Agencies
  - j) Sales Management

## SECTION-B

2. How do you measure the impact of media in the contemporary era where media is the buzz word? Discuss.
3. “*No method is perfect for advertising appropriation*” Comment on the statement.
4. Discuss how the advertising programmes of an organization can be evaluated for their effectiveness.
5. How can we motivate sales force? Discuss.
6. What are sales territories? What are their advantages and importance in sales management function of an organisation?
7. What are the critical factors that are needed to be kept into consideration while devising compensation plans for sales people?