

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
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MBA 3rd Semester Examination
Advertising and Sales Management (N.S.)

MK-01

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : The question paper will consist of three sections A, B and C.

- (i) Section A will contain TEN Short Note Type Questions carrying 2 marks each. In this section, all the questions are COMPULSORY.
- (ii) Section B will contain SIX Short Answer Type Questions carrying 5 marks each, out of which the student has to answer ANY FOUR.
- (iii) Section C will contain FOUR Essay Type Questions of 10 marks each, out of which the student has to answer ANY TWO.

SECTION - A

Write Short Notes (2 Marks Each)

Attempt All

1. What do you mean by nature and scope of advertising?
2. What is an advertising copy?
3. What is personal selling? What are its objectives?
4. Is advertising a tool of communication? Explain with suitable example.
5. Define sales Quotas. Give a suitable example.
6. Why there is need for sales training program?
7. Define Marketing Mix. Give a suitable example.

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8. What is stereotyping in advertising?
9. Give a brief view of AIDA Model.
10. What is pre-testing and post-testing copy? **(2×10=20)**

SECTION - B

Write Short Answer (5 Marks Each)

Attempt Any Four

1. Explain economic and legal aspects of advertising.
2. How sales force can be organized? What is nature and types of sales force organization?
3. How segmentation and positioning strategies for advertising can be developed?
4. Hierarchy of effects models with diagram.
5. What are advertising agencies and what are their types, roles and functions?
6. What are sales meetings and sales contests? How they are beneficial for an organization? Explain with the help of suitable examples. **(4×5=20)**

SECTION - C

Write Long Answer (10 Marks Each)

Attempt Any Two

1. What do you mean by advertising? Give classification of advertising along with planning for media in advertising.
2. What is advertising Media? Write about media selection and scheduling. Explain ethical aspects of advertising.
3. Write about DAGMAR Approach. Explain Advertising budget and its methods.
4. What is sales force recruitment? How sales Personnel can be motivated? Give its significance and explain different types of reward systems. **(2×10=20)**