

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2124)

1859

MBA 3rd Semester Examination
Advertising and Sales Management (NS)

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 questions paper consists of three section A, B & C.

- (i) Attempt all questions of section A. (2 marks each)
- (ii) Attempt any four out of six questions of section B. (5 marks each)
- (iii) Attempt any two out of four questions of section C. (10 marks each)

SECTION - A

1. Define advertising. Why do we say that it is a component of integrated marketing communications?
2. What does AIDA stand for? Explain.
3. What is competitive positioning?
4. What do you understand by shock advertising?
5. Lay out of an advertisement plays a big role. What is it and what role does it play?
6. What is media scheduling?
7. What do you understand by percentage of sales method for determining the advertising budget?
8. Suspecting and prospecting are the initial stages in the selling process. Which stages follow them?

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9. What is pre-testing in the context of advertising? How is it done?
10. What is the importance of making territories in sales function?
(2×10=20)

SECTION - B

11. Advertising is one element of promotion mix. Which are the other elements? Name them and explain them briefly.
12. What is Hierarchy of Effects Model? Explain the stimulus response theory in this context with suitable examples.
13. How would you go about segmenting business markets? Give examples in support of your answer.
14. What are benefits and what is positioning in the context of a retail consumer? Explain the concept of benefit positioning.
15. How can you segment the market on the basis of usage patterns and commitment level? Support with examples.
16. Explain the terms-misleading and deceptive advertising with examples.
(5×4=20)

SECTION - C

17. DAGMAR approach is frequently used in advertising. Why is it used and how? What does it intend to measure? Give relevant examples.
 18. How is media planning done by various consumer product companies? What options of media are available to advertise and on what basis do they select the appropriate option?
 19. Advertising agencies are used by most organizations. Discuss the types of advertising agencies with examples. What role and functions do the various types of agencies perform?
 20. How can sales force be organized? Explain in detail with the help of structural diagrams. It is not easy to keep the sales people motivated. Imagine yourself as a sales manager. How will you motivate the sales people reporting to you? What reward systems are available to you to follow? (10×2=20)
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