

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]  
(2125)

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**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 question paper consists of three sections A, B and 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. What functions does advertising perform? Give examples.
2. What do you understand by user positioning?
3. Briefly explain copy in the context of an advertisement.
4. What is a media plan in the context of advertising?
5. What are A la Carte advertisement agencies?
6. Which are the various stages in the selling process?
7. What do you understand by sales quotas?
8. How are sales territories designed?
9. What are the benefits of having sales contests in an organization?
10. What is meant by DAGMAR? How and where it is used?

(2×10=20)

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**SECTION - B**

11. Giving information to consumers is one objective of advertising. What are the other objectives?
12. Explain the AIDA model in the context of advertising. How and why is it used?
13. What is positioning? What are the various ways in which you can position your products or services?
14. Discuss the various pre-testing and post-testing options in the context of measuring the effectiveness of advertising.
15. How can a sales manager achieve and control the sales figure? What are the various tools available with him/her?
16. How would you compare the objectives of personal selling with those of advertising? Also describe the qualities of a good sales person. (5×4=20)

**SECTION - C**

17. Discuss the ethical aspects of advertising by giving examples from around you.
18. You have been appointed the marketing manager of an organization. Your first task is to determine the advertising budget required. Which are the various methods you can follow to determine the budget? Explain the methods.
19. How are the salespeople recruited and selected? What are the available processes and sources?
20. What is the role of training programs in sales management? Do they also motivate the salespeople? What other methods can be followed to motivate the salespeople? (10×2=20)