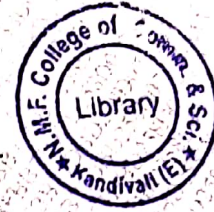


(Time: 2 Hours)

(Marks: 60)

- N.B.
- 1) All questions are compulsory
 - 2) Figures to the right indicate full marks



- Q.1 a. What is Advertising? Explain the features of Advertising. 15
b. Describe DAGMAR model in detail.
OR
c. Explain the various reasons for which ad agencies could lose their clients. 15
d. Briefly describe the methods of setting advertising budget.
- Q.2. a. Write a note on developing an advertising copy for print media. 15
b. Explain the different methods of pre-testing ads.
OR
c. Briefly explain the various criticisms levelled against advertising. 15
d. Write a note on ASCI.
- Q.3. a. Describe the functions of Sales Management. 15
b. What are the essential qualities required to be an effective salesman?
OR
c. Explain the various motivational factors used by organisations to motivate their sales personnel. 15
d. Describe the key objectives of Sales Organisation.
- Q4. A. Fill in the blanks by choosing the appropriate option given below: 5
1. _____ advertising is directed at creating awareness about social issues in the consumers.
a) Political Financial b) Social c) Cultural d)
 2. _____ advertising is designed to cultivate goodwill and prestige of the organisation.
a) Institutional Advocacy b) Selective c) Competitive d)
 3. _____ means the use of superlatives like finest, best etc. in the ads.
a) Deception Stereotype b) Puffery c) Testimonial d)
 4. _____ involves putting sales personnel in real life problem situations.
a) Lecture Coaching b) Brainstorming c) Role play d)
 5. _____ is the oldest method of sales forecasting.
a) Decision Trees Executive Opinion b) Statistical c) Clustering d) Jury



Q. P. Code: 21747

B. State whether the following statements are True or False:

5

1. POP stands for Point of Purchase
2. McDowell's soda is an example of surrogate advertising.
3. 'Thanda Matlab Coca Cola' is an example of logo in the advertisement.
4. Induction Training is given to the retiring employees.
5. Sales territory does not help in closer supervision.

C. Match the following:

5

- | A | B |
|--------------------------|---------------------------|
| 1. Sales Budget 5 | a. Off the Job Training |
| 2. Post-tests 4 | b. AIDA |
| 3. Lectures 1 | c. Selection Procedure |
| 4. Medical examination 3 | d. Recall and Recognition |
| 5. E.K. Strong 2 | e. Estimation of Sales |

OR

Q4. Write notes on any three of the following:

15

1. Sales Planning
2. Types of Sales Quota
3. Factors determining Sales Territory
4. Importance of Customer Feedback
5. Role of IT in Sales Management