

2008 PUNJAB TECHNICAL UNIVERSITY M.B.A**MBA (502) (S05)****PAPER ID [BO239****TIME-03 HOURS****]****MARKS : 75****ADVERTISING & SALES MANAGEMENT**

- 1) Section - A is Compulsory.
- 2) Attempt any Nine questions from Section - B

Section - A (15X2)**Q1)**

- a) Differentiate between 'Reminder Advertising and Reinforcement Advertising'.
- b) What is the relationship between Advertising and Integrated Marketing communication Process?
- c) Explain DAGMAR approach.
- d) Define Unique Selling Proposition
- e) Discuss various steps in Market positioning and role of Advertising in positioning.
- f) What are the major advantages and disadvantages of internet advertising?
- g) Differentiate between Topical Copy and Endorsement Copy.
- h) What are the Gross Rating Points? What do they measure?
- i) Discuss various techniques to pre test print media ads.
- j) Discuss the importance of Ethics in Advertising.
- k) Define Personal Selling.
- l) Enlist the various objectives of Personal Selling.
- m) Differentiate between Product Organization and Customer Organization.
- n) What do you mean by Qualitative performance standards?
- o) List the factors affecting the choice of Channels of distribution

Section B

- Q2) Discuss, in detail, the AIDA model
- Q3) What do you understand by the social Implications of Advertising
- Q4) Explain the importance of Advertising in Marketing Mix.
- 5) Define Brand Proposition.
- 6) Explain the various steps in Media Planning.
- 7) Discuss the various factors to be considered while copywriting for Print media.
- 8) Discuss the difference between 'Recognition' and 'Aided Recall'
- 9) What is the role of ASCI in regulating the advertisements? Discuss its guidelines regarding advertising.
- 10) Explain the various steps in effective selling:
- 11) "Sales operates within the marketing framework, laid down in sales-related policies", Discuss these policies.
- 12) Highlight the importance of Herzberg's Two-Factor theory of motivation. Explain the theory in detail
- 13) Discuss the various types of compensation plans.