

Note: Part A is compulsory and have 15 short answer questions of 2 marks each. Part B is consists of 12 long answer questions of 5 marks each, out of which you have to attempt nine questions.

**SECTION A**

1.

i. Define Advertising.

ii. What is brand positioning?

iii. What do you mean by integrated marketing communications?

iv. What are the features of a good advertising layout?

v. What are the functions of ASCI?

vi. What are sales Quotas?

vii. Define Segmentation?

viii. What factors should be kept in mind while setting sales territories?

ix. What are advantages to an advertising agency of maintaining sound relations with the clients?

x. What is the meaning of multi-media strategy?

xi. What are the social implications of advertising?

xii. What are the characteristics of a good sales contest?

xiii. What are the purposes of setting standards for the sales force?

xiv. What factors should be kept in mind while selecting in media for advertising.

xv. Define Sales Management

**SECTION B**

2. Highlight the scope of advertising , with suitable illustrations.

3. Critically examine the various factors to be kept in mind while setting advertising budgets.

4. Explain AIDA model of communication by citing suitable examples.

5. Outline the various components of an advertising plan by citing suitable illustrations.

6. What guidelines you would recommend for copywriting. Explain with the help of an illustration.

7. Describe the various functions performed by an advertising agency.

8. Explain the various objectives of Sales management, suitable illustrations.

9. Outline the steps involved in the selling process.

10. Outline salient features of various types of sales organization structures.

11. Suggest various ways to motivate the sales personnel.

12. What are the important control techniques commonly employed to control the sales personnel? Explain with examples.

13. What are alternative methods of compensating the sales personnel? Illustrate.