

R17**Code No: 743AH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****ADVERTISING AND SALES MANAGEMENT****Time: 3hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What is the importance of promotion mix? [5]
- b) Distinguish between print and electronic media. [5]
- c) What are the basic selling skills? [5]
- d) What is the need for sales promotion? [5]
- e) What is channel structure? [5]

PART - B**5 × 10 Marks = 50**

2. Explain the advertising plan and DAGMAR approach. [10]
- OR**
3. Discuss the importance and elements of advertising layout. [10]
4. Discuss the merits and demerits of each type of advertising media. [10]
- OR**
5. Discuss the regulation advertising in India with different regulations and their impact. [10]
6. Discuss elaborately on sales force motivation and compensation. [10]
- OR**
7. How to control and evaluate sales force? [10]
8. Explain bait and switch advertising. [10]
- OR**
9. Explain the sales promotion strategies. [10]
10. Discuss the channels in rural marketing. [10]
- OR**
11. Explain the ethical issues in sales and distribution management. [10]

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