Code No: 743AH

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-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 are the different types of advertising?   [5]
  b) What is 'Consumer-oriented' appeal in Advertising? Illustrate your answer.   [5]
  c) What are the different Sales Forecasting Methods?   [5]
  d) Differentiate between Personal Selling vs. Advertising.   [5]
  e) What are the factors affecting the ethical behavior of a sales person.   [5]

PART - B   **5 × 10 Marks = 50**

2.   Explain the importance of layout and art work in the preparation of advertisement and brief on AIDA model.   [10]

OR

3.   Describe the planning framework in advertising and state the elements of a layout of advertising.   [10]

4.   Discuss the types of media and media selection with examples.   [10]

OR

5.   What do you mean by Advertising Budget? Discuss the commonly advertising budgeting method?   [10]

6.   "Success of Sales Activity is largely dependent upon good Salesmen". Discuss in the context of Sales Training and brief on sales force compensation methods.   [10]

OR

7.   Discuss the process of sales planning and methods of sales force control.   [10]

8.   Discuss in detail:
     a) Cross Promotion
     b) Surrogate Selling
     c) Bait and Switch advertising   [10]

OR

9.   What are the basic objectives of a good sales force monitoring system? List and briefly explain the parameters to monitor sales force of a company selling FMCG products.   [10]

10. Why companies form a suitable organization for sales of their Products? How the Sales Organization is different for Industrial Products and Consumer?   [10]

OR

11. What are the different methods of channel distribution? Discuss in detail.   [10]