

**R17**

Code No: 743AH

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2018****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. Answer briefly in about five sentences each:
  - a) Explain Media Planning. [5]
  - b) Why should sales force be controlled? [5]
  - c) How can the services of sales force be evaluated? [5]
  - d) What is Sales Promotion? Give its importance. [5]
  - e) What are the channels for Rural markets? [5]

**PART - B****5 × 10 Marks = 50**

- 2.a) Explain the need and importance of Advertisement in business operations.
  - b) Elaborate the functions and principles of an Advertisement layout. [5+5]
- OR**
3. What is DAGMAR approach? Why is it criticized? Explain. [10]
  4. What are the merits and demerits of Internet as media of advertisement? Explain. [10]
- OR**
5. "In our opinion there should be regulation of advertising in India". Discuss. [10]
  6. Discuss the various methods of Sales force motivation. [10]
- OR**
7. What are the major steps in effective selling? Explain. [10]
  8. What are the objectives of consumer contests? What are its merits and demerits? [10]
- OR**
9. Discuss the need for sales promotion ethics. Explain some cases of sales ethics. [10]
  10. What are the reasons of channel conflicts? How it can be resolved? [10]
- OR**
11. Explain the role of distribution channels in the era of digital marketing. [10]

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