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SECTION-B

Roll No.

Total No. of Pages: 02

Total No. of Questions: 07

MBA (Sem.-4th)

ADVERTISING AND SALES MANAGEMENT

Subject Code: MB-904 (2009 to 2011 Batches)

Paper ID : [C0181]

Time: 3 Hrs.

Max. Marks: 60

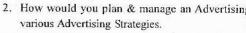
## INSTRUCTION TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

## SECTION-A

## I. Write briefly:

- a. Describe the economic aspect of Advertising.
- b. What do we mean by an Advertising Strategy?
- c. What is an Advertising Budget?
- d. What is an Advertising Layout?
- e. Describe Copyrighting.
- f. What do we mean by Media Management?
- g. What are the functions of a Sales Department?
- h. What do we mean by a Distributive Network?
- i. Explain any one training method for Sales Force.
- j. What is a Sales Quota?



- Describe the Advertising Budget Process. Expadministering the Budget.
- 4. Explain the Media Planning & Scheduling con few Multimedia Strategies.
- Describe in detail the structure, function & Advertising Agency.
- What are the various types of a Sales Organiz the relationship of sales department with other d
- 7. What do we mean by a Sales Contest? Ex disadvantages. Can it help in motivating & impr Sales Personnel?



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