

NOVEMBER/DECEMBER 2019

**MCM46C — SALES AND ADVERTISING
MANAGEMENT**

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 6 = 30 marks)

Answer ALL questions.

1. (a) Explain basic elements of sales management.

Or

- (b) Explain various objectives of sales management.

2. (a) Explain the merits and demerits of internal sources of recruitment.

Or

- (b) Enumerate qualities of a good salesman.

3. (a) Define the term Advertising. What are characteristic features of advertising.

Or

- (b) What are the problem areas of advertising management?

4. (a) Enumerate the factors affecting selection of an advertising media.

Or

- (b) Explain different types of magazines. Give their merits.

5. (a) What is advertising budget? Enumerate different methods of advertising budget.

Or

- (b) What is advertising agency? How does an advertiser select an advertising agency?

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

6. Discuss different steps in selling process in detail.
7. Explain the process of selecting salesman in detail.
8. How do you classify advertising?
9. How does advertiser evaluate advertising?
10. Discuss legal framework governing advertising in India.