

Duration: 3 hours

Max. marks 60

Instructions:

1. This paper consists of **Nine** Questions carrying **Equal** marks.
2. Question No.1 consists of **5 Compulsory** Questions of **2 Marks Each**.
3. Answer any **5** questions from Question **2,3,4,5,6,7,8 and 9**.
4. **Each** question carries **10** marks. Figures to the **right** indicate marks.

Q.1) Answer the following:

(5x2=10)

- (a) Advertising is a paid form of non-personal presentation. In the light of above statement list out the various aspects of advertising
- (b) Explain the need of Evaluating Advertising Effectiveness
- (c) Key Decision Areas in Sales Management
- (d) Purpose of Sales Budget
- (e) Marketing Cost Analysis in sales organization

Q.2) Consumers do not switch from disinterested individuals to convinced purchasers instantaneously. Discuss Lavidge - Steiner's Hierarchy Model in this respect with the help of an illustration. **10**

Q.3) What is Media Planning? Discuss the factors influencing media selection and scheduling for an automobile company. **10**

Q.4) 'The Advertising Campaign Planning is the process of collective efforts made by the advertiser and the Advertising agency'. Discuss the steps involved in planning of an advertising campaign. **10**

Q.5) Why is Creative Strategy Development important in advertising? Explain Young's Five-Step Model of Creative Process in Advertising a Product. **10**

Q.6) 'Success of sales department largely depends on the motivation level of the salesperson'. Elaborate this statement and suggest motivational techniques for FMCG product sales person. **10**

Q.7) (A) Discuss the process of identifying training needs of salesperson. **06**

(B) What kind of training program would you suggest in the following situations and why?

(i) Training new recruits to a company selling pollution checking equipment. **02**

(ii) Training senior salespersons identified for taking senior management positions in the company. **02**

Q.8)A sales manager in his territory plays a very critical role in the employment of his sales force. What do you mean by sales territory management? Discuss the criteria's for designing sales territorieshighlighting the methods involved therein? **10**

Q.9)What are the basic objectives of a good sales force monitoring system? List and briefly explain the parameters used to monitor salesforce of a company selling FMCG products. **10**

***** All the Best *****