

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) Explain DAGMAR approach to setting advertising objectives
- (b) Advertising Appropriation
- (c) Interdependence of Sales and Distribution
- (d) Methods of Sales Budgeting
- (e) Purpose of Sales Territories

Q.2) What is Media Planning? Outline the process of media planning and selection.

10

Q.3) How the understanding of communication process will help the marketers to manage advertising effectively? Discuss AIDA and Lavidge - Steiner's models of consumer response hierarchy.

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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.

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Q.5) What do you mean by creativity in advertising? Explain Young's Five-Step Model of Creative Process in Advertising a Product.

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Q.6) You are in the business of selling pharmaceutical products and looking for young dynamic salespersons. Explain the different sources of recruitment options available and highlight any five factors affecting the recruitment programme of sales personnel.

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Q.7) 'Designing effective compensation plan has become difficult for sales managers because of the varying expectation of the sales force and the multitude of global market'. Comment.

10

Q.8) Sales Quota becomes the basis for planning production, workforce size and financial management. With reference to this statement discuss the various types of sales quotas and the methods of determining sales targets.

10