

Time: 2 Hours

Total Marks: 60

- N.B:
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q. 1 Answer the Following

- a) Define Advertising. Discuss the features of Advertising. (08)
 - b) Explain the various functional departments of an Ad agency. (07)
- OR**
- c) Discuss the various new media options available to advertisers. (08)
 - d) Discuss DAGMAR Model of Advertising (07)

Q. 2 Answer the Following

- a) How to develop an advertising copy for broadcasting media? (08)
 - b) Discuss the socio-economic contribution of advertising. (07)
- OR**
- c) Write a note on professional courses in the field of advertising. (08)
 - d) Write a note on Advertising Standard Council of India (ASCI). (07)

Q. 3 Answer the Following

- a) What is the importance of Sales Management? (08)
 - b) Explain the process of selling. (07)
- OR**
- c) What are the Motivational Factors of Sales force? (08)
 - d) Explain the Objectives for Sales Organisation. (07)

Q. 4) A) Fill in the blanks with appropriate options. (05)

- 1) _____ is not an outdoor form of Advertising.
 - a) Television Ads
 - b) Neon Signs
 - c) Vehicle Ads
 - d) Wall Paintings
- 2) _____ is an independent organization set up to render specialized services in advertising in particular and in marketing in general.
 - a) Advertising Media
 - b) ASCI
 - c) Advertising Agency
 - d) Blog
- 3) Pre-testing of advertising helps in _____.
 - a) Correct grammatical errors
 - b) Raise capital from market
 - c) Prepare ad budget
 - d) All of these
- 4) _____ is the first and basic function of deciding how to do things, who will do it and when.
 - a) organizing
 - b) Controlling
 - c) Planning
 - d) staffing
- 5) _____ offers more scope for feedback and persuasion from customers.
 - a) Sales Promotion
 - b) Personal Selling
 - c) Advertising
 - d) Publicity

Q. 4. B) State whether the following statements are True or False. (05)

- 1) Competitive parity method considers the competitors' advertising activities and costs for setting advertising budget.
- 2) Indian Broadcasting Foundation is one of the self-regulatory bodies for advertising.
- 3) University of Mumbai provides professional courses in the field of Advertising.
- 4) Sales Management is a process that involves various steps or techniques that makes a sale or increase in sales.
- 5) Delphi Technique contains a panel of experts for sales forecasting.

Q. 4. C) Match the Column. (05)

Group A	Group B
1) Animator	a) Sound Health
2) AIDA Model	b) qualitative technique of Sales Forecasting
3) Physical characteristics	c) Logical conclusion of sales call
4) Closing sales	d) Career in the field of advertising
5) Consumer Survey Method	e) E. K. Strong

OR

Q4. Write Short notes on (Any Three) (15)

- 1) Sales Forecasting
- 2) Types of Sales Quota
- 3) Factors Determining of Sales Territory
- 4) Importance of Customer Feedback
- 5) Sales Management
