

(Time 2 Hours)

( Marks 60)

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

- Q.1. a. Explain the elements of Integrated Marketing Communication. 15  
b. Describe the behavioural model of advertising.

OR

- c. Discuss the various reasons for losing clients in advertising agency. 15  
d. Illustrate the percentage of sales methods of advertising budget.

- Q.2. a. Elaborate the pre-testing qualitative methods of advertising. 15  
b. Elucidate the social contribution in the field of advertising with the help of examples.

OR

- c. List out the various professional courses and institutes in the field of advertising. 15  
d. Briefly describe the Indian Broadcasting Foundation (IBF).

- Q.3. a. Define Sales Management and explain its importance. 15  
b. Elaborate the process of art of selling.

OR

- c. Discuss the motivational factors of sales personnel. 15  
d. What are the objectives of a sales organisation?

**Q4. (A) Fill in the blanks by choosing the appropriate option given below: 05**

- \_\_\_\_\_ is also called Myst Media a high growth advertising category  
a) Digital Signage      b) Internet      c) Radio      d) TV
- “Pulse polio campaign” is an example of \_\_\_\_\_ stage advertising  
a) Primary      b) Secondary      c) Reminder      d) Pioneering
- “The complete Man” is the slogan of \_\_\_\_\_ fabric  
a) Vimal      b) Bombay-dying      c) Raymond      d) Mayur
- \_\_\_\_\_ training technique was developed in 1940s by Ronald Lippitt and Kurt Lewin.  
a) In-basket      b) Sensitivity      c) Role play      d) Simulation
- In the \_\_\_\_\_ method, the sales quota is determined by the salesperson of the organization.  
a) Compensation      b) Executive Judgement      c) Past performance      d) Sales People Estimate



(B) State whether the following statements are True or False:

05

1. Regular advertising often creating obstacles in the work of the advertising company.
2. In Live Telecast tests, commercials are shown on closed-circuit.
3. "Ambuja Cement" ad is an advertising example, which can develop family ties
4. Transactional Selling technique is all about short term sales.
5. Sales management is one of the functions of sales control which ensures the achievement of sales and profit objectives.

(C) Match the following:

05

Group A	Group B
1. New Media	a. Element in ad
2. Headline	b. Compensation method
3. Search Engine	c. Future of advertising
4. Territory volume	d. Sales forecasting method
5. Market Factor Analysis	e. Meta advertising

OR

Q4. Write notes on any three of the following:

15

1. Process of sales planning
2. Sales Audit
3. Limitations of sales forecasting
4. Objectives of Sales Territory
5. Role of IT in Sales Management

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