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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

APRIL – 2018 15CPCO4D

# ELECTIVE : SALES AND ADVERTISING MANAGEMENT

**Time : 3 Hrs Max. Marks : 75**

SECTION-A (5x 6 =30)

**Answer ALL the questions.**

1. (a) State the responsibilities of a Sales manager.

(Or)

(b) Explain the Selling Process.

1. (a) What are the objectives of Training of Salesmen?

(Or)

(b) List out the internal and external sources of Recruitment of Salesmen.

1. (a) Write a short note on ‘Ethical Issues in Advertising’.

(Or)

(b) Describe the need for Advertising Classification.

1. (a) Examine the role of Advertising Media.

(Or)

(b) Write a short note on Media Research.

1. (a) What is Advertising Budget? Explain its significance.

(Or)

(b) Enlighten the various Advertising Agencies.

SECTION-B (3x15 =45)

**Answer any THREE of the following questions.**

1. Write Short note on the following:
   1. Sales Territories
   2. Sales Quotas
2. Explain the qualities of a successful salesman.
3. Elucidate the Scope and Functions of Advertising.
4. Elaborate the various Outdoor Advertising Media.
5. Discuss the various types of Legal Framework of Advertising.

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