|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Reg.No : |  |  |  |  |  |  |  |  |  |  |  |

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

**SEMESTER EXAMINATIONS**

 **APRIL – 2017 15CPCO4D**

**ELECTIVE : SALES AND ADVERTISING MANAGEMENT**

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

**Section – A (5 x 6 = 30)**

**Answer ALL the questions.**

1. (a) Define sales management and explain the scope of sales management.

(Or)

 (b) State the functions of sales and its policy.

2. (a) What is sales force and explain the sources of recruitment?

(Or)

 (b) Explain the preparation of sales territories in competitive place.

3. (a) Define advertisement. Describe its scope and function.

(Or)

 (b) State the ethical issues in advertising.

4. (a) “Advertising media is complex one to propagate in features of product”.

(Or)

 (b) What is advertising copy and explain its significance?

5. (a) What are the types of advertising agency?

(Or)

 (b) Discuss the various methods of advertisement budget.

**Section – B ( 3 x 15 = 45 )**

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

6. Elaborately explain the responsibilities of sales manager and his functions.

7. Describe the qualities of a Good Salesman.

8. State the need for advertisements and its classifications.

9. Discuss the role of media in advertisement.

10. What are the types of legal framework of adverting and its regulations?

**\*\*\*\*\*\***