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

SEMESTER EXAMINATIONS

APRIL – 2016 CPCO4C

ELECTIVE : SALES AND ADVERTISING MANAGEMENT

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

**Section – A (5 x 6 = 30)**

**Answer ALL the questions.**

1. (a) Explain the objectives of sales management.

(Or)

(b) Explain the responsibilities of sales manager.

2. (a) Explain the importance of training to sales force.

(Or)

(b) What are the qualities of a good salesman?

3. (a) Explain the steps involved in advertising planning.

(Or)

(b) Explain the qualities of good advertising copy.

4. (a) What is the role of advertising media in sales management?

(Or)

(b) Evaluate the effectiveness of advertising.

5. (a) Explain the functions of advertising agencies.

(Or)

(b) Write a note on legal frame work of advertising.

**Section – B ( 3 x 15 = 45 )**

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

6. Explain the various functions of a sales manager.

7. Explain the sources of recruitment of salesman.

8. Explain the objectives of advertising.

9. Explain the various types of advertising media.

10. Why budget is essential for advertising? Explain the various types of legal frame work of advertising.

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