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

SEMESTER EXAMINATIONS

**APRIL– 2019 15CPCO4D ELECTIVE : SALES AND ADVERTISING
MANAGEMENT**

Time: 3 Hrs.

Max.Marks : 75

SECTION–A(5x6=30)

Answer ALL the questions.

1. (a) Explain the objectives of Sales Management.
(Or)
(b) Explain the principles in the formulation of sales policy.
2. (a) Explain the Qualities of a Good Salesman.
(Or)
(b) State the merits and demerits of internal sources of recruitment of sales personnel.
3. (a) Define advertising. State the objectives of advertising.
(Or)
(b) What is the need for Ethics in Advertising? Explain.
4. (a) What are the merits and demerits of print media?
(Or)
(b) Explain the objectives of Measuring Advertising Effectiveness.
5. (a) Discuss the types of Advertising Agency.
(Or)
(b) Explain the legal Aspects of Advertising.

SECTION–B(3x15=45)

Answer any THREE of the following questions.

6. What do you mean by a selling process? Explain various steps in selling process.
7. Explain various methods of training of salesman.
8. Explain the classifications of advertising.
9. What is Media? What are the factors influencing selection of media?
10. What is advertising budget? Discuss the steps involved in advertisement budget making process.

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