

Roll No.

Total No. of Pages : 02

Total No. of Questions : 06

**MBA (Campus) (Sem.-4)**  
**ADVERTISING AND SALES MANAGEMENT**

Subject Code : MBA-411

M.Code : 75073

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.
3. SECTION-C is consist of ONE Case Study carrying EIGHT marks.
4. All Questions are Compulsory.

**SECTION-A**

**1. Write briefly :**

- a) Is deceptive advertising legal?
- b) Briefly explain the advantages of DAGMAR approach.
- c) Explain the term 'Media Planning'.
- d) Why an advertising agency is important for business growth?
- e) List out the objectives of Personal Selling.
- f) Explain the need for managing sales training programs.

**SECTION-B**

2. *"There's no way to succeed in business without the highest ethical standards"*. Elucidate this statement by explaining the various ethical aspects of advertising.

3. What do you understand by the term ‘Advertising Budget’? Also explain the various methods of setting advertising budget.
4. “Sales management is the most critical and underappreciated role in the sales force”. Do you agree with this statement? Explain.
5. Explain the term sales territories and sales quotas. Also discuss in detail the various types of sales quotas.

### SECTION-C

**6. Read the case study and answer the following questions :**

A French company ABC has a product portfolio of perfumes among other beauty care products. It has introduced a perfume, in its international markets including India, under the brand name SK, named after the charismatic celebrity Salman Khan. The company is trying to segment the market on the basis of gender and has decided to launch two types of SK. The perfume therefore is available in two variants, Silver for men and Gold for women. The perfumes are priced at Rs. 500 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities.

You are required to :

- a) Analyze the decision of the company to brand the perfume after SK. From advertising perspective would the decision be beneficial?
- b) Develop a media strategy for the launch of the perfume.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**