

Code No: 763AE**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, February - 2024****ADVERTISING AND SALES MANAGEMENT****Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A**(25 Marks)**

- 1.a) Explain about Advertising Plan. [5]
b) What is the significance of Media Planning? [5]
c) What are the types of selling? [5]
d) Write a note on Bait and Switch Advertising. [5]
e) Describe the need for Channel for rural markets. [5]

PART - B**(50 Marks)**

- 2.a) Explain the principles and elements of advertising layout.
b) Describe the functions of Advertising. [5+5]

OR

- 3.a) Describe the components of promotion mix and its importance in sales promotion.
b) Explain briefly AIDA model. [5+5]

- 4.a) What are the merits and demerits of Social Media as an Advertising Media?
b) Outline the need for Advertising objectives. [5+5]

OR

- 5.a) Discuss the regulation of advertising in India.
b) Give examples of Misleading and deceptive advertising. [5+5]

6. Explain in detail the selling planning process by taking a product of your choice and describe selling strategies in brief. [10]

OR

- 7.a) Write a note on Selling Strategies and Selling Skills for Services.
b) "Is it necessary to have sales force control and evaluation"? Discuss. [5+5]

- 8.a) Compare personal selling and advertising.
b) Give examples and need for cross selling. [5+5]

OR

- 9.a) Outline the sales promotion strategies of an organization for your choice.
b) What is meant by Surrogate Selling? [5+5]

10. Outline some of the major reasons for Channel conflicts. Discuss the ways to manage the conflicts? [10]

OR

- 11.a) What are the motivational techniques used to motivate Channel members?
b) Explain the channel structure of an organization. [5+5]