

6 Q. P. Code: 21746

(Time: 2 Hours)

(Marks: 60)

- N.B. 1) All questions are compulsory  
2) Figures to the right indicate full marks

1. (a) Define Advertising. Discuss any two broad classification of advertising. 15  
(b) Write a detailed note on "Integrated Marketing Communication".

OR

- (c) Explain the various functional department of an advertising agency. 15  
(d) Discuss the various New Media Options available to the advertisers

2. (a) Explain the steps involved in developing broadcasting- Radio media copy 15  
(b) Discuss the various pre-test methods of evaluating advertising effectiveness.

OR

- (c) Write a detailed note on the various career options in advertising field. 15  
(d) What is Indian Broadcasting Foundation (IBF)? Explain.

3. (a) Describe the various functions of sales management 15  
(b). Elaborate the essential qualities of an effective salesman.

OR

- (c) Explain the various methods of compensation for sales personnel 15  
(d) Elucidate the various steps in developing a sales organisation.

4. (A) Fill in the blanks with appropriate option: (5)

(1) Advertising is any paid form of \_\_\_\_\_ presentation.

- (a) Personal (b) non-personal (c) inter-personal (d) mass

(2) Advertising for coaching classes in Mumbai is an example of \_\_\_\_\_ advertising.

- (a) local (b) regional (c) national (d) global

(3) AIDA model was first published by \_\_\_\_\_ in 1925.

- (a) Stanley (b) Taylor (c) Fayol (d) Strong

(4) \_\_\_\_\_ form of organisation is the most suitable for small advertising agency.

- (a) Line (b) Committee (c) Functional (d) Matrix



7

Q. P. Code: 21746

(5) \_\_\_\_\_ is the oldest method of sales forecasting.

- (a) Consumer Jury      (b) Sales Panel      (c) Statistical Tools      (d) Salesforce Opinion

(B) State TRUE or FALSE:

(5)

- (1) Mudra Advertising is the first advertising agency.
- (2) Logo is the slogan of the company in the advertising copy.
- (3) Bagpiper soda is an example of surrogate advertising.
- (4) Statistical method helps in accurate sales forecasting.
- (5) Sales control helps in achievement of sales objectives.

(C) Match the Columns:

(5)

A	B
1. Advertising	a) Reach X Frequency
2. Publicity	b) Regulatory Body
3. GRP	c) Paid Medium
4. IBM	d) e-CRM
5. Data Mining	e) Unpaid Medium

OR

4. Write Short Notes (ANY THREE)

(15)

- (1) Sales Forecasting.
- (2) Sales Budget.
- (3) Sales Audit.
- (4) Data Mining.
- (5) Customer Feedback.



◆◆◆◆◆◆◆◆◆◆

Page 2 of 4

AC31A4B895B758FBB750071CA030B951

