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Note : Attempt any *Five* questions. All questions carry equal marks.

- Q.1 Define advertising. What is its role in marketing process? Also discuss current trends in Indian advertisement.
- Q.2 What are major criticisms of advertising? Cite two advertising campaigns which you have found to be unethical.
- Q.3 (a) What is two step flow model of communication? What is its relevance in advertising?
(b) Define cognitive dissonance. What clues it offer to advertises.
- Q.4 Discuss the process of advertising goal setting with special reference to DAGMAR approach.
- Q.5 What are different elements of ad copy? Also discuss the role of creativity in the copy- writing.
- Q.6 Discuss different advertising media highlighting their respective advantages and limitation. What factors have to be kept in mind while choosing media – mix for an advertising campaign?
- Q.7 Discuss in detail types, function and origination of advertising agencies.
- Q.8 Write short notes on any two of the following:
(a) Techniques for deciding ad budget. (b) Measurement of ad effectiveness.
(c) Public service advertising. (d) Role of Advertising in positioning a brand.



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H.K. Hi-Tech
College of IT & Management
MBA 3rd Semester, MM – 307 (Advertising Management)

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- Q.1 Explain the ethical and social issues of advertising in the Indian Market and the legal framework available for that.
- Q.2 What is two step flow model of communication? Can it be used for advertising? Elaborate.
- Q.3 What is Primary and Selective Demand? What advertising strategies can be used to stimulate these?
- Q.4 Discuss the recognition and recall tests as measures to test advertising.
- Q.5 What factors determine the compensation.
- Q.6 'Electronic media buying is different from other media.' Discuss.
- Q.7 Discuss the advertising strategies used to back sales promotion.
- Q.8 What is Political Advertising? Discuss its use and effectiveness in India.



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MBA 3rd Semester, MM – 307 (Advertising Management)

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- Q.1 Define Advertising Management and discuss the role of advertising in marketing process.
- Q.2 Elaborate the process of communication. Also discuss Wilbur Schramm's Model.
- Q.3 Write a detailed note on DAGMAR approach used in advertising.
- Q.4 What is meant by an advertising appeal? On what is it based? What are qualities recommended for an effective advertising appeal?
- Q.5 Define layout and discuss different types of layout. Write the major guides to develop an effective layout.
- Q.6 Write a detailed note on advertising budgeting.
- Q.7 Discuss in detail the importance of evaluation of advertisements. Also write important methods of testing advertisement effectiveness.
- Q.8 Write short notes on any *two* of the following:
(a) Advertising Copy (b) Advertising Media (c) Ethics in Advertising (d) Advertising Agency



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- Q.1 Discuss the role of sales management in marketing function. What are the various sales methods? Explain with suitable examples.
- Q.2 Personal selling is a form of promotion that brings the human element into marketing transactions. In the light of this statement discuss the logical sequence of steps that a sales person takes in dealing with prospective customers.
- Q.3 Why is it difficult to evaluate sales training in the area of sales skills and personal attitude? What methods can companies use to evaluate sales training programs?
- Q.4 How can redesigning territories or reallocating territories affect profit contribution from sales territories / also point out the factors that go to determine the sales quota.
- Q.5 What are the links among motivation, evolution and compensation? Identify the major input and output standards of sales evaluation.
- Q.6 Briefly explain the steps involved in sales control system. How has sales control changed in recent years?
- Q.7 State the changing role of sales meetings and sales contests.
- Q.8 Write short notes on the following:
(a) Objective of Sales Management (b) Modes of Sales Force Compensation.



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- Q.1 Define Sales Management and discuss in brief its nature, scope, importance and objectives with suitable examples.
- Q.2 Discuss in detail the steps involved in selection process with suitable examples.
- Q.3 Discuss aim, contents and methods of sales training program.
- Q.4 Write a detailed note on sales compensation plans with suitable examples.
- Q.5 How is sales territory designed? Discuss different types of sales territory.
- Q.6 Define sales quota and discuss in brief different types of it.
- Q.7 Write a detailed note on sales cost analysis with relevant examples.
- Q.8 Write short notes on any *two* of the following: (a) Personal Selling (b) Motivating Sales Personal
(c) Sales Meeting and Contents (d) Sales Evaluation Program



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- Q.1 How do the sales objectives affect the designing of a sales strategy? Explain the above by taking an example of a five star hotel located at a hill station.
- Q.2 Discuss the changing role of personal selling. What are the product and market situations conducive to the use of personal selling? How can a salesperson confront an objection in a sales presentation?
- Q.3 Why is it important to have a well-planned recruiting program? What are the steps involved in the recruiting process?
- Q.4 Briefly discuss the planning decisions that must be made by sales managers in designing sales training programs. Do you think sales training programs will become more or less important in the future? Why?
- Q.5 What are the links among motivation, evaluation and compensation? Suggest a compensation scheme for traveling salesperson for a marketer of soaps in the entire country.
- Q.6 What major factors do organizations consider while designing sales territories? Also discuss the various types of quotas.
- Q.7 Enumerate the objectives of sales control and explain the various techniques of sales control.
- Q.8 Write short notes on any *two* of the following: (a) Changing role of sales contents
(b) Rationale for a salesperson's self-evaluation (c) Role of sales management in marketing



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- Q.1 For selling FMCG in today's context, examine the role of personal selling as a tool of direct marketing. How would you handle these objections raised at the end of sales presentation?
(a) The price is too high. (b) You warranty period is too short. (c) I do want to do business with your firm.
- Q.2 Write a job description for the position of sales manager. Which responsibilities would you consider most important? Why?
- Q.3 What are the steps involved in the recruiting process? What kind of changes do you believe will occur in the recruiting process in the next few years?
- Q.4 Discuss different types of sales training methods and how would you evaluate the effectiveness of the sales training programs.
- Q.5 What major factors do organizations consider while designing sales territories? 'Quota' can act as a 'motivator' as well as 'demotivator' Comment.
- Q.6 (a) Describe the importance of monitoring and performance appraisal of sales force.
(b) What are the essential criteria for designing and implementing a sound compensation plan?
- Q.7 Discuss the objectives of sales control and the various sales control techniques.
- Q.8 Write notes on the following: (a) Approaches to increase sales force productivity
(b) Changing role of sales meetings and sales contests.



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Note : Attempt any *Five* questions. All questions carry equal marks.

- Q.1 Why marketers must have a very strong understanding of consumer behaviour?
- Q.2 Discuss consumer decision-making process in detail.
- Q.3 Define Personality. How does personality influence consumer decision-making?
- Q.4 What do you mean by life-style? What are different life-styles and what is their relevance in marketing strategy?
- Q.5 Define Attitude. Can attitudes be changed?
- Q.6 What are different groups? What influence do they exert on an individual's purchasing behaviour?
- Q.7 How does diffusion of innovation get done? What is the role of opinion leaders in this respect?
- Q.8 Write notes on any *two* of the following: (a) Customer Involvement (b) Consumer Behaviour Audit
(c) Family Decision-making (d) Self-concept



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- Q.1 What guidelines do the marketers find from the study of consumer behaviour is creating and maintaining customer focused marketing mix? Discuss it in the context of fast moving consumer goods.
- Q.2 What for consumer behaviour studies in India are necessary? How can Indian marketers control customer dissonance?
- Q.3 How do you measure consumer motivation? Compare and contrast blind and rational buying motives.
- Q.4 Summarize the relevance of Howard-Sheth model of consumer behaviour of Indian marketers. How is the model useful in working out pricing strategies for kitchen appliances?
- Q.5 What is the same product perceived by different people differently? What are the sources of consumer perception?
- Q.6 How is industrial buying behaviour different to consumer behaviour? What special precautions and steps the marketers should take while dealing with industrial users?
- Q.7 What are the reference groups? What advertising efforts the marketers should make in influencing the reference groups? Discuss with appropriate examples.
- Q.8 What do you mean by consumer involvement? How can marketers secure maximum and meaningful involvement of consumers in case of household durables?



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- Q.1 Define Consumer Behaviour. How does the study of consumer behaviour help the marketers?
- Q.2 How a consumer processes the information? Also explain the ways of retrieval of information.
- Q.3 What is perception? Describe the role of differential threshold in designing the marketing strategy with suitable examples.
- Q.4 Does the theory 'psychoanalytic' play any role in understanding consumer behaviour? Explain.
- Q.5 Do all the group work as a reference group? Why or why not? Also provide a note on celebrity appeals.
- Q.6 Is opinion leader remains same in every purchase situation? Explain your point of view with illustrations.
- Q.7 In what kind of product categories, family decision making is more important than the individual decision making? Explain.
- Q.8 Write a detailed note on Models of Consumer Behaviour.



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H.K. Hi-Tech
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MBA 3rd Semester, MM – 310 (Rural Marketing)

Note : Attempt any *Five* questions. All questions carry equal marks.

- Q.1 "Rural Marketing is a buzz word in business arena today." What factors have contributed to it?
- Q.2 'Marketing is marketing everywhere', yet rural markets need different emphasis. Why? Explain.
- Q.3 On what basis a market can segment rural consumers for consumer durable products?
- Q.4 Discuss the process of agriculture marketing in India. Highlight its shortcomings.
- Q.5 Discuss the role and importance of various institutions in marketing of agriculture produce in India.
- Q.6 "Pricing and output decisions regarding agriculture produce should be left to market forces rather than to government machinery, if Indian agriculture has to make progress." Discuss.
- Q.7 Communicating with rural consumer is a big challenge for marketers. How would you design an effective communication and media strategy to reach rural consumers?
- Q.8 Write short notes on any two of the following:
(i) Co-operative Marketing (ii) Agriculture Price Commission (iii) E-chaupals and E-bazars in rural India.



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- Q.1 Define rural marketing. Is there any difference between rural and urban when it comes to marketing? Elaborate your answer with suitable examples.
- Q.2 If you wish to launch a TV in rural market of Haryana, how will you proceed?
- Q.3 Suppose you have designed a toothpaste for rural market. Among the top national brands, how will you communicate to the rural consumers so as to convince them to buy your brand.
- Q.4 What is agricultural marketing? What problems do you see in this context in India.
- Q.5 Elaborate the marketing activities of fertilizers in India.
- Q.6 Co-operate marketing is gaining strength day by day in the field of agriculture. Comment.
- Q.7 Describe in detail the role and functions of warehousing in India.
- Q.8 How agricultural commodities prices are set. What is the role of price communication in this regard?



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- Q.1 Explain the characteristics of socio-cultural environment of the rural markets in India. How does it influence buying?
- Q.2 If you were to launch a non-durable product in rural markets. What would be your marketing strategy?
- Q.3 Briefly explain the significance of personal selling in rural marketing.
- Q.4 Why is agricultural marketing one of the most challenging tasks for marketers? Briefly explain the functions of agricultural marketing in India.
- Q.5 Evaluate the role of warehousing services in agricultural marketing.
- Q.6 How is the price of agricultural products determined? Should the farmers margin be determined by the government, or it should be decided by the market? Give reasons.
- Q.7 What institutional support by the government is available to the agricultural marketing in India?
- Q.8 Explain the process of commodity marketing in India.