**AMET Business School**

**Question Bank**

**MBA II yr**

 **Advertising and Sales Promotion MSL 235**

 **Part – A 2 marks**

1. Define the term advertising
2. Define the term non-personal
3. Define sales management
4. What are the objectives of sales management
5. What is the full form of AIDAS
6. What is personal selling
7. What are the different stages of selling process
8. What are the types of sales organization
9. Define sales potential
10. How to determine sales potential
11. Define job analysis
12. Define job description
13. Define sales target
14. What is compensation?
15. Define motivation
16. Define sales budget
17. Define the concept of advertising.
18. What are the elements of message copy?
19. What is sales content
20. What are the types of media?
21. What is showmanship?
22. What is sales meeting?
23. What do you mean by promotional strategy?
24. What is a national promotional strategy?
25. What are international promotional strategies?
26. What is on line sales promotion?
27. What do you mean by trade oriented sales promotion?
28. What is consumer oriented sales promotion?
29. What is DAGMAR?
30. What is the aim of advertising agency?
31. What is advertising planning?
32. How is media selected? How cost efficiency is a determinant in ,media selection?
33. Define Media Strategy?

Part – B 5 marks

1. Distinguish personal Vs non-personal
2. Explain the social role of advertising
3. Make sure the advertisements are not false or misleading: Comment
4. Explain the advertising objectives
5. Explain the right set o circumstances theory
6. Explain buying formula theory
7. Explain the prospecting in selling process
8. Explain the line sales organization
9. Explain the line staff sales organization
10. Explain the committee sales organization
11. Explain the functional sales organization
12. Explain the determinants of sales potential
13. Explain the steps in job analysis
14. Write short notes on job description
15. Explain the role of ASCI
16. Explain the job qualifications of sales personal
17. What are the sources of recruitment?
18. Distinguish the internal and internal sources of recruitment
19. Explain the sales force training methods
20. How to evaluate the sales training programme
21. Explain the objectives of compensation
22. Explain sales meeting and sales contents
23. How to determine sales person performance?
24. List out the examples of consumer sales promotion
25. List out the importance of trade oriented sales promotion.
26. State the importance of designing a promotional campaign
27. State the scope of sales promotion?
28. State the role of sales promotion?
29. State the importance of effective advertisement?
30. What is supervison?
31. What is the importance of Sales Displays.
32. How dose Sales Promotion Affects Sales?
33. What are the Objectives of Sales Promotion?
34. Explain the problems or risk involved in sales promotion?
35. What do you mean by advertising? Also explain the various objectives of advertising?
36. Discuss the various steps for the selection of an ad agency?

**Part – C 10 marks**

1. Discuss the social and economic aspects of advertising
2. Discuss the legal issues in advertising
3. Discuss AIDAS theory of selling
4. Discuss the selling process
5. Discuss any two sales organization
6. Discuss the various sources of recruitment in sales management
7. Discuss the various methods of motivation sales force
8. Discuss the determinants of sales person performance
9. Write short notes on the following:
10. Sales related analysis b) Cost related analysis c) Activity related analysis
11. Describe the methods of sales training.
12. Discuss the role of advertising agencies.
13. Discuss the methods of sales force remuneration.
14. Discuss the media measurement in India
15. Write notes on recruitment and selection of sales force.
16. Explain the types and media characteristics.
17. What are the different types of sales promotion ?Define the various tools and techniques used in sales promotion
18. Define the Tools and Techniques used in sales promotion?
19. Write short notes on:- a) Price Deals b) Price Packs c) Coupons d) Contests and sweepstakes e) Premiums
20. How do the consumer pricing and risk perception correlate to sales promotion?
21. Distinguish between the sweepstakes and contest?
22. What is the pragmatic difference between public relations and publicity?

22. What are the common sales promotion strategies and tactics?

23. What are the positive and negative effects of sales promotion on brand volume?

1. Briefly examine the factors influencing sales promotion growth.
2. Define the objectives of sales promotion and budget allocation?
3. What are the factors which influence sales promotion growth?
4. What is the importance of sales promotion in Marketing.
5. Differentiate between advertising and sales promotion?
6. What are the reasons factors which lead to doing sales promotion?
7. What are the draw backs or risks of sales promotion?
8. Define how sales promotion effects sales. Illustrate with an example?
9. Pick out a print and a television advertisement that you feel is informative and one of each that you fell is not informative and explain your choices. Do you feel that television advertising in general is informative?
10. How is the target market identified under advertising?
11. Define Media Planning? Develop and implement media strategies?
12. What is advertising copy. How is it written.
13. Discuss the headlines and the basis of writing them.
14. What are the various media vehicles used under advertisement?
15. What is campaign planning. Discuss the various steps involved in it.
16. Write a note on different types of media available to advertisers.
17. How effective is online advertising? Which type of products should be advertised online?
18. Explain the various sources of print media information in brief?
19. How would you design and promote an advertising campaign?
20. What are the various media available for advertising today? Which of them is most successful in your opinion and why?
21. What are the various ways to measure the effectiveness of an advertising campaign? Q26) How would you choose the best media to promote your advertisement
22. Advertising is wasteful expenditure for any business. Comment.
23. Briefly explain the various types of advertising?
24. What is advertising effectiveness? State and explain the pre testing methods of evaluating advertising effectiveness
25. State importance of internet as a medium of advertising. What are its costs and limitations?