A ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION (Old Regulations)
III YEAR ASSIGNMENT QUESTION PAPER 2010-11

B 302: SALES AND ADVERTISING MANAGEMENT

Assignment No 1

Answer All Questions: 5 x 5 = 25

1. "Sales Forecasting is the corner stone for successful sales planning". Discuss and explain the different techniques for forecasting sales.

2. Explain the process for Recruiting salesman and identify the sources from which you can recruit salesmen for the following products.
   a) Industrial Goods,
   b) FMCG
   c) Pharmaceuticals

3. What techniques would you adopt for motivating of salesman?   Discuss both the financial and non-financial incentives.

4. Name a product and three media that would mix well together to advertise the product. Defend your media mix choices.

5. Explain the process of communication selling and discuss the importance of Integrated Marketing Communication (IMC)

Assignment No 2

Answer All Questions: 5 x 5 = 25

1. Explain the importance of Sales Promotion and the difference between Consumer and Dealer Promotion offers with suitable examples.

2. "Advertising forces people to buy products that they do not need for want" Explain whether advertising is desirable for an economy.

3. Why is it necessary to evaluate the effectiveness of Advertising?   Explain some of the techniques used for pre-testing of an advertising copy.

4. What is an advertising agency? What are the services provided by an advertising agency?

5. What techniques would you adopt for motivating of salesman? Discuss both the Financial and non-financial incentives.