

W-944

M.B.A. (Final Year) Examination, (Distance Mode) December-2020

RTM

Paper - 204

Sales and Advertising Management

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note : Attempt **all** questions.

Unit-I

Q.1. What is the meant by Sales Management? Discuss the objectives and functions.

Unit-II

Q.2. What do you understand by physical distribution? What is its utility in the business world? Explain.

Unit-III

Q.3. What is the meant by Advertising? Discuss the scope and objective.

Unit-IV

Q.4. What do you understand by advertising budget? Discuss various methods of determining advertising budget.

Unit-V

Q.5. What is advertising agencies? Discuss functions of advertising agencies.

