

Roll No. ....

**Y – 827**

**MBA (RTM) Final Year EXAMINATION, May/June-2021**

**DISTANCE MODE**

Paper – 204

**SALES AND ADVERTISING MANAGEMENT**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* questions.

**Unit-I**

1. Describe concept, objectives and functions of Sales Management. 14

**Unit-II**

2. What do you mean by motivation ? Explain various factors effecting motivation. 14

**Unit-III**

3. What is Advertisement ? Explain its Social and Economic role. 14

**Unit-IV**

4. What is Advertisement Budget ? Explain various approaches for Allocation of Budget. 14

**Unit-V**

5. Explain various Advertising communication models. 14