

## **UNIT I: Advertising Management – Introduction, Nature & Scope, Role, Social and Legal Aspects**

### **Long Answer Questions**

1. Define advertising and explain its nature and scope.
2. Discuss the role of advertising in marketing and business.
3. Explain the social aspects of advertising and its impact on society.
4. Describe the legal framework governing advertising practices.
5. Analyze how advertising influences consumer behavior.
6. Discuss the ethical considerations in advertising.
7. Explain the differences between advertising and other forms of promotion.
8. How has the scope of advertising evolved with digital media?
9. Discuss the relationship between advertising and brand equity.
10. Explain the challenges faced by advertisers due to legal restrictions.

### **Short Answer Questions**

1. What is advertising?
2. Mention two main objectives of advertising.
3. Name one social aspect of advertising.
4. What is meant by the legal aspect of advertising?
5. Define the scope of advertising.
6. What is the role of advertising in sales promotion?
7. Give one example of an unethical advertising practice.
8. Mention one function of advertising in marketing.
9. How does advertising help in brand building?
10. State one law that regulates advertising.

### **MCQs**

1. Advertising is primarily used to:
  - a) Inform and persuade consumers
  - b) Manufacture goods
  - c) Set prices
  - d) None of these**Answer: a**
2. Which of the following is a social concern related to advertising?
  - a) Consumer protection
  - b) Environmental pollution
  - c) Product design
  - d) Taxation**Answer: a**

3. Which body regulates advertising in many countries?
- a) Advertising Standards Authority (ASA)
  - b) Food Safety Authority
  - c) Customs Department
  - d) Election Commission

**Answer: a**

4. False or misleading advertising is considered:
- a) Ethical
  - b) Unethical and illegal
  - c) Encouraged
  - d) None

**Answer: b**

5. Advertising is part of:
- a) Marketing mix
  - b) Production process
  - c) Distribution only
  - d) Pricing strategy only

**Answer: a**

6. One legal restriction on advertising is:
- a) Prohibition of deceptive claims
  - b) Free use of trademarks
  - c) Ignoring copyrights
  - d) None

**Answer: a**

7. Advertising helps to:
- a) Increase brand awareness
  - b) Reduce product quality
  - c) Eliminate competition
  - d) Avoid market research

**Answer: a**

8. The scope of advertising includes:
- a) Creating awareness
  - b) Sales promotion only
  - c) Manufacturing
  - d) Distribution

**Answer: a**

9. Social responsibility in advertising means:
- a) Targeting vulnerable groups responsibly
  - b) Maximizing profits only
  - c) Avoiding all regulation
  - d) None

**Answer: a**

10. An example of unethical advertising is:
- a) Honest product information
  - b) Misleading claims
  - c) Fair pricing

d) Quality assurance

**Answer: b**

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## **UNIT II: Advertising & Consumer Behaviours – The Marketing Communication Process, Communication Mix, Attitude Measurement, Problems in Measuring & Scaling**

### **Long Answer Questions**

1. Explain the marketing communication process and its importance.
2. Discuss the components of the communication mix in advertising.
3. Analyze the role of consumer behavior in advertising strategy formulation.
4. Describe the methods used to measure consumer attitudes toward advertisements.
5. Explain common problems encountered in measuring advertising effectiveness.
6. Discuss scaling techniques used in attitude measurement.
7. Explain the feedback mechanism in the marketing communication process.
8. Describe how noise affects communication in advertising.
9. Discuss the role of perception and motivation in consumer response to advertising.
10. Explain how advertisers can overcome communication barriers.

### **Short Answer Questions**

1. What is the marketing communication process?
2. Name any two elements of the communication mix.
3. Define consumer attitude in the context of advertising.
4. What is attitude measurement?
5. Mention one problem in measuring advertising effectiveness.
6. What is the role of feedback in communication?
7. Define noise in communication.
8. Name one scaling technique used in attitude measurement.
9. How does perception influence advertising impact?
10. What is the importance of motivation in consumer behavior?

### **MCQs**

1. The communication mix includes:
  - a) Advertising, sales promotion, public relations
  - b) Manufacturing only
  - c) Price setting only
  - d) Distribution channels only

**Answer: a**

2. Attitude measurement helps to:
- a) Understand consumer feelings toward ads
  - b) Manufacture products
  - c) Set prices
  - d) None

**Answer: a**

3. Feedback in communication is:
- a) Receiver's response to sender
  - b) Noise in communication
  - c) Source of the message
  - d) Advertising budget

**Answer: a**

4. Noise in communication refers to:
- a) Any interference that distorts message
  - b) Advertising budget
  - c) Consumer attitude
  - d) None

**Answer: a**

5. Scaling techniques include:
- a) Likert scale
  - b) Pricing models
  - c) Production schedules
  - d) None

**Answer: a**

6. Motivation in consumer behavior drives:
- a) Purchase decisions
  - b) Manufacturing only
  - c) Pricing decisions
  - d) None

**Answer: a**

7. Communication barriers can be overcome by:
- a) Clear messaging
  - b) Ignoring feedback
  - c) Increasing noise
  - d) None

**Answer: a**

8. The consumer behavior model studies:
- a) How consumers respond to advertising
  - b) Only product features
  - c) Only price changes
  - d) None

**Answer: a**

9. Which is a problem in measuring advertising effectiveness?
- a) Subjective responses
  - b) Clear feedback
  - c) Standardized tests

d) None

**Answer: a**

10. The source in communication process is:

a) Sender of message

b) Receiver

c) Feedback

d) Noise

**Answer: a**

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## **UNIT III: Message Strategy – Advertising Plan, Media Selection, Advertising Copy, Message Tactics, Creative Approach, Measuring Advertising Effectiveness**

### **Long Answer Questions**

1. Explain the components of an advertising plan.
2. Discuss the criteria for media selection in advertising.
3. Describe the characteristics of an effective advertising copy.
4. Explain various message tactics used in advertising.
5. Discuss the creative approaches used in developing advertising messages.
6. Describe the process of measuring advertising effectiveness.
7. Explain the importance of media scheduling in advertising.
8. Discuss the role of creativity in capturing consumer attention.
9. How do advertisers decide the frequency and reach of ads?
10. Analyze the challenges involved in evaluating advertising campaigns.

### **Short Answer Questions**

1. What is an advertising plan?
2. Name two types of media used in advertising.
3. Define advertising copy.
4. What are message tactics?
5. Mention one creative approach in advertising.
6. What is media scheduling?
7. Why is measuring advertising effectiveness important?
8. Name one tool used for measuring ad effectiveness.
9. What is frequency in advertising?
10. Define reach in advertising context.

### **MCQs**

1. An advertising plan includes:
  - a) Objectives, budget, media strategy
  - b) Only product manufacturing
  - c) Sales targets only
  - d) None**Answer: a**
2. Which media has the widest reach?
  - a) Television
  - b) Newspapers
  - c) Direct mail
  - d) Radio**Answer: a**
3. Advertising copy refers to:
  - a) Text and visuals in ads
  - b) Product price tag
  - c) Sales personnel
  - d) None**Answer: a**
4. Message tactics are:
  - a) Techniques used to communicate messages
  - b) Pricing methods
  - c) Manufacturing techniques
  - d) None**Answer: a**
5. Creative approach means:
  - a) Innovative ways to present ads
  - b) Pricing strategy
  - c) Distribution method
  - d) None**Answer: a**
6. Measuring effectiveness helps to:
  - a) Evaluate campaign success
  - b) Reduce product quality
  - c) Ignore customer feedback
  - d) None**Answer: a**
7. Media scheduling determines:
  - a) When ads will run
  - b) Product features
  - c) Sales targets
  - d) None**Answer: a**
8. Frequency in advertising means:
  - a) Number of times ad is shown
  - b) Number of products sold
  - c) Price per product

d) None

**Answer: a**

9. Reach in advertising refers to:

a) Number of people exposed to ad

b) Ad cost

c) Product quality

d) None

**Answer: a**

10. A common challenge in measuring effectiveness is:

a) Attribution of sales to ads

b) Setting prices

c) Distribution planning

d) None

**Answer: a**

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## **UNIT IV: Sales Management – Definition & Objective, Theories of Selling, Personal Selling Process, Sales Organization: Purpose & Types, Techniques for Setting up a Sales Organization, Role & Responsibilities of Sales Manager**

### **Long Answer Questions**

1. Define sales management and discuss its objectives.
2. Explain the major theories of selling.
3. Describe the personal selling process step by step.
4. Discuss the purpose of a sales organization.
5. Explain different types of sales organizations.
6. Describe the techniques for setting up a sales organization.
7. Discuss the role of a sales manager in achieving sales targets.
8. Explain how sales managers motivate their teams.
9. Discuss challenges faced by sales managers.
10. Analyze how sales management contributes to overall business success.

### **Short Answer Questions**

1. What is sales management?
2. Name any one objective of sales management.
3. Mention one theory of selling.
4. What is personal selling?
5. List one step in the personal selling process.
6. What is the purpose of a sales organization?
7. Name one type of sales organization.

8. What is the role of a sales manager?
9. Mention one technique for setting up a sales organization.
10. How does sales management help in business growth?

## MCQs

1. Sales management focuses on:
  - a) Managing sales force and sales activities
  - b) Product manufacturing only
  - c) Pricing strategy only
  - d) None**Answer: a**
2. The personal selling process includes:
  - a) Prospecting, approach, presentation, closing
  - b) Manufacturing
  - c) Advertising only
  - d) None**Answer: a**
3. One theory of selling is:
  - a) AIDA (Attention, Interest, Desire, Action)
  - b) SWOT analysis
  - c) PEST analysis
  - d) None**Answer: a**
4. A sales organization is set up to:
  - a) Manage sales activities efficiently
  - b) Only produce goods
  - c) Set prices
  - d) None**Answer: a**
5. Types of sales organizations include:
  - a) Territorial and product-based
  - b) Manufacturing and marketing
  - c) Accounting and finance
  - d) None**Answer: a**
6. Sales manager's role includes:
  - a) Recruiting and training sales staff
  - b) Only accounting
  - c) Production planning
  - d) None**Answer: a**
7. Prospecting in sales means:
  - a) Finding potential customers
  - b) Making sales presentations
  - c) Closing sales



d) None

**Answer: a**

8. Motivation of sales force leads to:

a) Increased sales performance

b) Reduced product quality

c) Higher prices

d) None

**Answer: a**

9. Closing is the stage where:

a) Sales transaction is finalized

b) Prospecting happens

c) Product is designed

d) None

**Answer: a**

10. Sales management contributes to:

a) Revenue generation

b) Product manufacturing

c) Inventory control

d) None

**Answer: a**

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## **UNIT V: Sales Force Management – Recruitment, Selection & Training, Controlling Using Territories & Quotas, Sales Meetings & Contests, Evaluation & Supervision of Salesperson**

### **Long Answer Questions**

1. Explain the recruitment and selection process of sales personnel.
2. Discuss the importance of training in sales force management.
3. Describe how sales territories are assigned and controlled.
4. Explain the use of sales quotas and their importance.
5. Discuss the role of sales meetings and contests in motivating salespeople.
6. Describe methods for evaluating and supervising sales personnel.
7. Explain challenges in managing a sales force.
8. Discuss how technology aids sales force management.
9. Explain the ethical considerations in sales force management.
10. Analyze the impact of effective sales force management on company performance.

### **Short Answer Questions**

1. What is sales force recruitment?
2. Name one criteria used in selecting salespeople.

3. Why is training important for sales force?
4. What are sales territories?
5. Define sales quotas.
6. Mention one purpose of sales meetings.
7. What is sales contests ?
8. How is sales performance evaluated?
9. Name one supervision technique for salespeople.
10. Why is motivation important in sales force management?

## MCQs

1. Recruitment in sales force management means:
  - a) Hiring suitable salespeople
  - b) Training existing staff
  - c) Closing sales
  - d) None

**Answer: a**

2. Selection criteria for sales personnel include:
  - a) Communication skills
  - b) Only age
  - c) Manufacturing skills
  - d) None

**Answer: a**

3. Training improves:
  - a) Product knowledge and selling skills
  - b) Only product quality
  - c) Accounting skills
  - d) None

**Answer: a**

4. Sales territories are used to:
  - a) Divide sales areas among salespeople
  - b) Manufacture products
  - c) Set prices
  - d) None

**Answer: a**

5. Sales quotas are:
  - a) Sales targets assigned to salespeople
  - b) Manufacturing quotas
  - c) Pricing limits
  - d) None

**Answer: a**

6. Sales contests are designed to:
  - a) Motivate salespeople
  - b) Reduce prices
  - c) Manage inventory

d) None

**Answer: a**

7. Evaluation of salespeople includes:

a) Assessing sales performance

b) Manufacturing skills

c) Pricing decisions

d) None

**Answer: a**

8. Supervision of sales staff involves:

a) Guiding and monitoring performance

b) Product design

c) Price setting

d) None

**Answer: a**

9. Sales meetings help to:

a) Communicate goals and motivate

b) Manufacture goods

c) Price setting

d) None

**Answer: a**

10. Motivation in sales management leads to:

a) Better sales results

b) Reduced product quality

c) Increased costs only

d) None

**Answer: a**

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