

**Past Examination Question Paper Compiled by – CA Dinesh Wadera
PAPER CODE – AR – Winter 2016**

Time – Three Hours

Maximum Marks – 80

For Solutions to questions below refer notes by CA Dinesh Wadera.

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Question 1:

(A) What do you mean by advertisement? State the objectives and importance of advertisement. 16

OR

(B) What do you mean by advertising budget? Explain the various methods of advertising budget. 16

Question 2:

(A) What do you mean by internet advertising? Explain the various advantages of internet advertising. 16

OR

(B) Define advertising appeal and explain the various types of advertising appeal. 16

Question 3:

(A) What do you mean by sales management? Describe the objectives of sales management. 16

OR

(B) Describe the importance of salesmanship to producers, customers and salesman himself. 16

Question 4:

(A) What is sales organisation? Describe the steps in setting sales organisation. 16

OR

(B) Explain the planning process of sales organisation. State the factors determining the structure of sales organisation. 16

Question 5:

(A) 'Right selection, compensation, training and management of salesman in business firm is a key of successful business'. – Comment. 16

OR

(B) Being a sales manager of a firm how will you motivate sales force? Explain in detail. 16

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