

Past Examination Question Paper Compiled by – CA Dinesh Wadera
PAPER CODE – AQ – Summer 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) Define Advertising. Explain the economic and social effects of advertising on procedure, seller and consumer. 16

OR

(B) What is advertising budget? State the points to be considered while preparing advertising budget. Explain the methods of preparing advertising budget. 16

Question 2: (A) What is message design and development? State the essential elements of message design. Explain the qualities of good message. 16

OR

(B) What is Advertising Media? Explain the advantages and disadvantages of various broadcasting media. 16

OR

Question 3:
(A) Explain the concept of sales and sales management. State the objectives and functions of sales management. 16

OR

(B) Explain the importance of Sales Planning. State the sales planning process. 16

Question 4:

(A) Define Sales Organization. Explain the characteristics and principles of sales organization 16

OR

(B) What is Sales Control? Explain the sales control process. State the cost and profitability analysis in sales control. 16

Question 5:

(A) Explain the selection procedure of sales force. Describe methods of training of sales force. 16

OR

(B) Explain the characteristics of good compensation plan and state the methods of compensation o sales force. 16

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