

(2)

Unit-II

2. What do you mean by Selection ? Briefly explain the process of selection in Sales Management ?

OR

What is meant by Training ? Briefly explain the importance of training in Sales Management.

Unit-III

3. What do you mean by Advertising ? Explain the advantages and disadvantages of Advertising.

OR

What is meant by Advertising Media ? Suggest suitable media for advertising.

- (i) Sports goods
- (ii) Electric goods

Unit-IV

4. What is Advertisement Copy ? Explain the significance of copy in Advertisement.

OR

Explain the terms and give some examples of logo and slogan in advertisement.

(3)

Unit-V

5. Define advertisement appeal. Discuss in brief the objective and importance of advertisement appeal.

OR

What is advertising effectiveness ? Explain the techniques of measurement of advertising effectiveness.
