

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, May, 2025
BBA, Semester IV, 2024-25 (Backlog)

Roll No.....

MA1102: Advertising & Sales Management

Time: 2.5 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt any 4 questions, all questions carry equal marks.

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| Q. 1 | What are the key factors that influence a company's decision to enter in a new international market? | 10.0
<i>(LO4)</i> |
| Q. 2 | (a) Explain how channel members add value to manufacturers and consumers.

(b) Describe the major types of vertical marketing systems and provide an example of each. | 05.0
<i>(LO3)</i>

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<i>(LO3)</i> |
| Q. 3 | You have been appointed as a sales manager and assigned the task of selling smart televisions to a chain of hotels. Develop a personal selling process for the same. | 10.0
<i>(LO1)</i> |
| Q. 4 | Propose the best possible retail formats for the following product categories for a metro city in India
(i) Men's accessories (ii) Electronic goods | 10.0
<i>(LO3)</i> |
| Q. 5 | Identify three companies, A, B and C, that build customer value through product excellence, operational excellence, and customer excellence respectively. Justify your choice through appropriate reasoning. | 10.0
<i>(LO4)</i> |