



( 2 )

**Unit-II**

2. Explain the role of organization compensation of sales force in success of business entity.

**OR**

Briefly explain the process of motivation in sales management.

**Unit-III**

3. “Advertisement has a vital role in the success of business organization.” Explain.

**OR**

What is the meaning of campaign planning ? Explain the process involved under campaign planning management.

**Unit-IV**

4. “Advertisement copy has very significant role in success of business entity.” Explain it.

**OR**

Write short notes on the following :

- (a) Logo  
(b) Slogan

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**Unit-V**

5. “Effective advertisement appeal has great role in present era of E-Commerce.” Explain it.

**OR**

Explain the various techniques of measurement of advertisement effectiveness.

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