**DBB2105 Advertising and Sales**

**Assignment Set – 1**

1. Discuss the concept of advertising along with its five basic components. Throw some light on the history of the advertising.

2. Write a detailed note on Hierarchy-of-Effects model of advertising.

3. Discuss print advertising. Also, explain the characteristics of the press, include suitable examples to support your answer.

**Assignment Set – 2**

4. Explain sales management strategies in detail, include the suitable examples to support your answer.

5. Discuss the concepts of personal selling. Detail the objectives of personal selling.

6. Write a detailed note on types of sales organization structures, include suitable examples to support your answer.

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