



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CIT 1208

Advertisement & Salesmanship

Max. Marks: 60

Answer any Four of the following:

(4 x 15 = 60)

1. Describe the objectives of advertisement.
2. Explain the functions of advertisement.
3. Discuss the qualities of a good salesman.
4. Explain the classification of customers.
5. Discuss the recruitment and selection of salesman.
6. Explain the kinds of media.