

ADVERTISING & SALES PROMOTION

2004

MAY

3949 Advertising And Sales Promotion ----- 4.1.1 - 1 28:58

JUNE

3954 Advertising And Sales Promotion ----- 4.3.1 - 2 28:41

3958 Advertising And Sales Promotion ----- 2.1.1 - 3 27:50

JULY

3965 Advertising And Sales Promotion ----- 1.1.1 - 4 28:32

AUGUST

3967. Advertising And Sales Promotion ----- 4.3.2 - 5 29:06

3968. Advertising And Sales Promotion ----- 4.3.3-6 28:35

SEPTEMBER

3977. Advertising And Sales Promotion ----- 1.1.2-7 27:36

3978. Advertising And Sales Promotion ----- 1.1.3 - 8 28:00

OCTOBER

3979. Advertising And Sales Promotion ----- 4.3.4 - 9 26:26

3980. Advertising And Sales Promotion ----- 4.3.5-10 27:43

3981. Advertising And Sales Promotion ----- 1.4.1-11 28:30

3982. Advertising And Sales Promotion ----- 1.4.2-12 28:54

3983. Advertising And Sales Promotion ----- 1.1.4 - 13 28:00

NOVEMBER

3994. Advertising And Sales Promotion ----- 1.4.3 - 14 28:00

3995. Advertising And Sales Promotion ----- 1.4.4 - 15 28:00

3996. Advertising And Sales Promotion ----- 1.1.5 - 16 28:00

DECEMBER

31007 Advertising And Sales Promotion ----- 1.1.6-17 27:00

31008 Advertising And Sales Promotion ----- 1.4.5-18 28:00

31009 Advertising And Sales Promotion ----- 1.4.6-19 28:00

2005

JANUARY

31018	Advertising And Sales Promotion : -----	1.4.7 -20	28:00
31019	Advertising And Sales Promotion : -----	1.5.1 -21	29:00

FEBRUARY

31015	Advertising And Sales Promotion : -----	1.2.1-22	29:00
31016	Advertising And Sales Promotion : -----	1.2.2 -23	28:25

MARCH

31032	Advertising And Sales Promotion: -----	1.3.1 -24	28:00
31033	Advertising And Sales Promotion: -----	1.3.2-25	28:29
31034	Advertising And Sales Promotion: -----	2.1.2-26	28:00
31035	Advertising And Sales Promotion: -----	1.5.2 -27	28:31
31036	Advertising And Sales Promotion: -----	1.5.3 -28	29:00
31037	Advertising And Sales Promotion: -----	1.5.4 -29	28:00

APRIL

31042	Advertising And Sales Promotion : -----	4.7.1 -30	29:00
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JUNE

31067	Advertising And Sales Promotion : -----	2.2.1 -31	29:00
31068	Advertising And Sales Promotion : -----	2.2.2 -32	28:00
31069	Advertising And Sales Promotion : -----	2.4.1 (Budget) 33	28:00
31070	Advertising And Sales Promotion : -----	2.4.2-34	29:00
31071	Advertising And Sales Promotion : -----	2.4.3-35	28:00
31072	Advertising And Sales Promotion : -----	2.3.1-36	29:00

JULY

31073	Advertising And Sales Promotion : -----	2.3.2-37	28:00
31074	Advertising And Sales Promotion : -----	2.3.3-38	28:00

AUGUST

31093	Advertising And Sales Promotion : -----	2.5.1-39	28:00
31094	Advertising And Sales Promotion : -----	2.5.2-40	28:00

FEBRUARY 2006

31136	Advertising And Sales Promotion -----	4.5.1-41	27:00
31137	Advertising And Sales Promotion -----	4.5.2-42	29:00
31138	Advertising And Sales Promotion -----	4.5.3-43	29:00
31139	Advertising And Sales Promotion -----	4.5.4-44	28:00
31140	Advertising And Sales Promotion -----	4.5.5-45	27:00
31141	Advertising And Sales Promotion -----	4.9.1-46	28:00
31142	Advertising And Sales Promotion -----	4.9.2-47	27:00
31143	Advertising And Sales Promotion -----	4.9.3-48	27:00

June 2006

31170	Advertising And Sales Promotion : 4.9.5 -49	28:00
31171	Advertising And Sales Promotion : 4.9.6-50	27:00

July 2006

31169	Advertising And Sales Promotion : 4.9.4 -51	29:00
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SEPTEMBER 2006

31197	Advertising And Sales Promotion : 4.8.1-52	27:00
31198	Advertising And Sales Promotion : 4.8.2-53	27:00
31199	Advertising And Sales Promotion : 4.9.7 -54	27:00
31200	Advertising And Sales Promotion : 4.6.1-55	27:00

June 2007

31269	Advertising And Sales Promotion : 5.1.1-56	29:00
31270	Advertising And Sales Promotion : 5.2.1-57	27:00
31271	Advertising And Sales Promotion : 5.3.1-58	28:00
31273	Advertising And Sales Promotion : 5.4.1-59	27:00
31274	Advertising And Sales Promotion : 5.4.2-60	27:00

JULY 2007

31272	Advertising And Sales Promotion : 5.3.2-61	27:00
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OCTOBER 2007

31305	Advertising And Sales Promotion : 5.5.1 -62	29:00
	(Performance Appraisal-1)	
31306	Advertising And Sales Promotion : 5.5.2 -63	29:00
	(Performance Appraisal-2)	
31307	Advertising And Sales Promotion : 5.6.1-64	27:00
	(Organisation Of The Sales Force)	
31308	Advertising And Sales Promotion : 5.7.1-65	27:00
	(Sales Forecasting - 1)	

31309	Advertising And Sales Promotion : 5.7.2-66 (Sales Forecasting - 2)	28:00
31310	Advertising And Sales Promotion : 5.8.1 -67 (Motivation)	29:00
31311	Advertising And Sales Promotion : 5.8.2-68 (Sales Compensation - 1)	29:00
31312	Advertising And Sales Promotion : 5.8.3-69 (Sales Compensation - 2)	27:00
31314	Advertising And Sales Promotion : 5.9.1-70 (Territory Management)	29:00
31315	Advertisement And Sales Promotion : 5.10.1-71 (Sales Quotas – 1)	30:00
31316	Advertisement And Sales Promotion : 5.10.2-72 (Sales Quotas – 2)	29:00

December 2007

31313	Advertising And Sales Promotion : 5.8.4 (Leadership)-73.....	29:00
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APRIL 2008

31374	Advertising And Sales Promotion : 6.1.1 (Sales Promotion-1)-74.....	29:00
31375	Advertising And Sales Promotion : 6.1.2 (Sales Promotion-2)-75.....	29:00
31376	Advertising And Sales Promotion : 6.1.3 (Sales Promotion-3)-76.....	28:00
31377	Advertising And Sales Promotion : 6.2.1 (Public Relation-1)-77.....	28:00
31378	Advertising And Sales Promotion : 6.2.2 (Public Relation-2)-78.....	29:00
31379	Advertising And Sales Promotion : 8.3.1 (Network Scheduling)-79.....	28:00
31380	Advertising And Sales Promotion : 8.3.2 (Critical Path Method-1)-80.....	28:00
31381	Advertising And Sales Promotion : 8.3.3 (Critical Path Method-2)-81.....	28:00

MAY 2008

31382	Advertising And Sales Promotion : 8.3.4 (CPM & PERT)-82.....	29:00
31383	Advertising And Sales Promotion : 8.3.5 (Plant Layout -A)-83.....	29:00
31384	Advertising And Sales Promotion : 8.3.6 (Plant Layout -B)-84.....	29:00
31385	Advertising And Sales Promotion : 8.3.7 (Plant Layout -C)-85.....	28:00

31386 Advertising And Sales Promotion : 8.3.8 (Plant Layout -D)-86..... 28:00

June 2008

31387 Advertising And Sales Promotion : 8.3.9 (Quality Control-A)-87 29:00

31388 Advertising And Sales Promotion : 8.3.10 (Quality Control-B)-88 29:00

31403 Advertising And Sales Promotion : 8.3.11 (Quality Control-C)-89 29:00

JULY 2008

31409 Advertising And Sales Promotion : 8.3.12 (Quality Control-D)-90 28:00

31410 Advertising And Sales Promotion : 8.3.13 (Inventory Management-1) -91 28:00

31411 Advertising And Sales Promotion : 8.3.14 (Inventory Management-2) 92 28:00

September 2008

31423 Advertising And Sales Promotion : 8.3.15 (Inventory Classification) 93 27:00

31424 Advertising And Sales Promotion : 8.3.16 (Purchase Management-A) 94 28:00

31425 Advertising And Sales Promotion : 8.3.17 (Purchase Management-B)..... 95 29:00

January 2009

31471 Advertising And Sales Promotion – 8.4.1A (Analysing Marketing Opportunities 29:00
– A : Macro Environmental Factors) 96

31472 Advertising And Sales Promotion – 8.4.1B (Analysing Marketing Opportunities 30:00
– B: Micro Environmental Factors-1)97

FEBRUARY 2009

31473 Advertising And Sales Promotion – 8.4.1C (Analysing Marketing Opportunities 30:00
– C: Micro Environmental Factors- 2)98

31474 Advertising And Sales Promotion – 8.4.1D (Analysing Marketing Opportunities 30:00
– D : Vision)99

31475 Advertising And Sales Promotion – 8.4.1E (Ansoff's Grid)100 30:00

31476 Advertising And Sales Promotion – 8.4.2A (Market Survey Techniques). 101 30:00

APRIL 2009

31477 Advertising And Sales Promotion – 8.1.1A (Human Resource Management – A) 30:00-102

31478 Advertising And Sales Promotion – 8.1.1B (Human Resource Management – B) 28:00-103

31479 Advertising And Sales Promotion – 8.1.2A (Motivation - A) 30:00-104

31480 Advertising And Sales Promotion – 8.1.2B (Motivation - B)..... 28:00-105

MAY 2009

31481 Advertising And Sales Promotion – 8.1.3A (Leadership - A)..... 28:00-106

JUNE 2009

31482 Advertising And Sales Promotion – 8.1.3B (Leadership – B)..... 28:00-107

JULY 2009

31483 Advertising And Sales Promotion – 8.1.3C (Leadership – C)..... 30:00-108

31528 Advertising And Sales Promotion – 8.1.4A (Group Dynamics – A) 28:00-109

AUGUST 2009

31530 Advertising And Sales Promotion- 8.1.4B (Group Dynamics B)..... 30:00-110

31535 Advertising And Sales Promotion- 8.1.4C (Group Dynamics C)..... 30:00-111

OCTOBER 2009

31541 Advertising And Sales Promotion-8.1.4D (Group Dynamics D) 30:00

DECEMBER 2009

31556 Advertising And Sales Promotion-8.6.1(Project Formulation –I) 30:00

31557 Advertising And Sales Promotion -8.6.2(Project Formulation –II) 28:00

JANUARY 2010

31567 Advertising And Sales Promotion -8.6.3 (Project Appraisal I) 30:00

31568 Advertising And Sales Promotion -8.6.4(Project Appraisal II) 30:00

FEBRUARY 2010

31576 Advertising And Sales Promotion – 8.6.5 (Project Appraisal -III) 30:00

31577 Advertising And Sales Promotion-8.6.6 (Project Appraisal – IV)..... 30:00

MARCH 2010

31586 Advertising And Sales Promotion -8.2.1A (Financial Management –A)..... 29:00

31587 Advertising And Sales Promotion 8.2.1B (Financial Management –B)..... 30:00

APRIL 2010

31595 Advertising And Sales Promotion 8.1.5A: Entrepreneurship Building –A..... 30:00

31596 Advertising And Sales Promotion 8.1.5B: Entrepreneurship Building –B..... 30:00

MAY 2010

31604 Advertising And Sales Promotion 8.7.1: Statutory Provisions –I..... 30:00

31605 Advertising And Sales Promotion 8.7.2: Statutory Provisions –II..... 29:00

OCTOBER 2010

31662 Advertising And Sales Promotion – 3.1.1: Media in Advertising (Print Media) 29:00

31663 Advertising And Sales Promotion – 3.1.2: Media in Advertising..... 27:00
(Electronic Media)

JANUARY 2011

31688 Advertising And Sales Promotion 3.2.1: Media Planning-I..... 29:00

31689 Advertising And Sales Promotion 3.2.2: Media Planning –II..... 29:00

FEBRUARY 2011

31702 Advertising And Sales Promotion-3.6.1: Advertising Agencies -I..... 29:00

31703 Advertising And Sales Promotion-3.6.2: Advertising Agencies-II..... 28:00

MARCH 2011

31712 Advertising And Sales Promotion -3.4.1: Testing-I..... 29:00

31713 Advertising And Sales Promotion -3.4.2: Testing-II..... 30:00