

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem-5)
ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 09-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. **Write briefly :**
 - a) Define media planning.
 - b) What are the ethical aspects of advertising?
 - c) Objectives of advertising.
 - d) Advertising Design.
 - e) Digital marketing.
 - f) Creative Copy Strategies.
 - g) Skills of sales manager.
 - h) Qualities of a sales executive.
 - i) What do you mean by Advertising Budget?
 - j) Define sales territories.

SECTION-B

UNIT-I

2. Define advertising as means of communication. Also, explain the different forms of advertisements?
3. What do you mean by Advertising copy? Also, explain the concept of advertising design and layout with the help of suitable examples.

UNIT-II

4. What do you mean by advertising agency. Discuss the prominent functions of advertising agencies. Also explain the types of advertising agencies with suitable examples.
5. Explain the need for measuring advertising effectiveness. Discuss different methods of evaluating advertising effectiveness.

UNIT-III

6. Define Sales management. Elaborate its scope and importance. Also discuss various strategies of sales management?
7. What do you understand by the term '*personal selling*'? Discuss in detail the process of personal selling with examples?

UNIT-IV

8.
 - a) Describe in detail the procedure of recruitment and selection of the sales force.
 - b) What is sales quota? Explain different factors determining sales quota.
9. Discuss the role of information technology in sales management by giving suitable examples.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.