

Roll No.

Total No. of Questions : 07]

AIM 218
D 2010

[Total No. of Pages : 02

BBA (Sem. - 5th)

ADVERTISING AND SALES MANAGEMENT

SUBJECT CODE : BB - 503

Paper ID : [C0226]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is Compulsory.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Differentiate between advertising and publicity.
- b) What is the difference between national advertising and regional advertising.
- c) Distinguish between visualisation and layout.
- d) What do you mean by advertising theme?
- e) What is meant by headline?
- f) What are merchandising allowances?
- g) What are trade promotions?
- h) What do you mean by sales volume quotas?
- i) What is ethical advertising?
- j) What is meant by branding?

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Section - B

(4 × 10 = 40)

- Q2)** What is advertising campaign? How is it executed? Discuss with the help of examples.
- Q3)** What do you mean by advertising effectiveness? How can an advertising manager evaluate the effectiveness of a firm's advertising?
- Q4)** Write short notes on the following.
- (a) Objectives of advertising.
 - (b) Media scheduling.
- Q5)** What is sales promotion? How can sales promotion techniques be used to encourage consumers to try a new brand?
- Q6)** What do you mean by sales displays? How the sales displays are managed by the retailers? Discuss.
- Q7)** Write short notes on the following.
- (a) Objectives of sales management.
 - (b) Legal aspects of advertising.

