

Roll No.

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BBA (Sem. - 5th)

ADVERTISING AND SALES MANAGEMENT

SUBJECT CODE : BB - 503 (2008 to 2011 Batch)

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) Explain the following :

(10 × 2 = 20)

- a) Market Communication.
- b) Advertising copy.
- c) Brand Strategy.
- d) Media Planning.
- e) Sales display.
- f) Sales quotes.
- g) Is advertising a waste.
- h) Advertising and Selling.
- i) Difference between advertising and publicity.
- j) Creative Setting.

Section - B

(4 × 10 = 40)

Q2) “Money spent on Advertising is an investment and not waste”. Comment.

Q3) Explain various factors to be considered in selecting the right media.

Q4) What are the features of a good advertisement copy. Explain its significance.

Q5) Write short notes on :

- a) Elements of a layout
- b) Brand Strategy

Q6) What is sales promotion? What is the need of Sales promotion?

Q7) Explain the legal and ethical aspects of advertising.

