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Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-5th)
ADVERTISING AND SALES MANAGEMENT

Subject Code: BBA-503

Paper ID: [A3132]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

- 1) *Section A is compulsory*
- 2) *Attempt any One question from each Unit in Section-B.*

SECTION –A

(10×2=20)

1.
 - a) Define advertising.
 - b) What do you mean by advertising copy?
 - c) Define Advertising budget.
 - d) State the role of advertising agencies.
 - e) What is sales management?
 - f) Give the difference of selling and marketing.
 - g) What are sales budgets?
 - h) Define personal selling.
 - i) Motivation of Sales personnel.
 - j) Sales audits

SECTION-B

(4×10=40)

Unit-I

2. Explain the role of advertising as a means of communication for effective selling.
3. Discuss the stages in the structuring of advertising copy.

Unit-II

4. Discuss the role and functions of advertising agencies.
5. Describe the ethical and legal aspect of advertising.

Unit-III

6. Discuss the emerging trends in sales management.
7. Explain the steps involved in Personal selling process.

Unit-IV

8. What do you mean by sales force management? Explain the components of sales force management.
9. Describe the role of information technology in sales management.

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