

Roll No.

[illegible]

Total No. of Questions : 09

BBA (2012 & Onwards Batches) (Sem.-5)
ADVERTISING AND SALES MANAGEMENT
Subject Code : BBA-503
Paper ID : [A3132]

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

Q1) Write briefly :

- a) Define advertising as a means of communication.
- b) What is creative advertising copy?
- c) Define Advertising art.
- d) What do you mean by media scheduling?
- e) What is Consumer Jury Survey?
- f) Give the difference between sales management and marketing.
- g) State any four Skills of sales managers.
- h) Sales territories.
- i) Training of sales force.
- j) Forms of advertising agencies.

SECTION-B

UNIT-I

- Q2) Explain the concept of advertising in the modern age. What are the objectives of Advertising?
- Q3) What are the different stages in the composition of an advertising layout?

UNIT-II

- Q4) Discuss the methods for measuring the effectiveness of advertising.
- Q5) You as a marketer, what different factors would keep in mind while deciding the choice of media and why?

UNIT-III

- Q6) What do you understand by the position of a sales executive? Give the qualities of a sales executive.
- Q7) Briefly explain the emerging trends in sales management. Also discuss its evolution.

UNIT-IV

- Q8) Discuss how information technology plays an important role in sales management.
- Q9) Define the concept of sales force motivation. Discuss different methods of compensation that can be used for motivating sales personnel.