

Roll No.

[illegible]

Total No. of Questions : 09

BBA (2012 & Onwards Batches) (Sem.-5)

Bachelor in Service Industry Management (SIM) (2014 Batch)

ADVERTISING & SALES MANAGEMENT

Subject Code : BBA-503

Paper ID : [A3132]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 :

1. Promotion Mix
2. Advertising layout
3. Advertising Agencies
4. Ethics
5. Sales Audits
6. Sales Quota
7. Pre-testing
8. Personal selling
9. Sales Management
10. Sales forecasting

SECTION-B

UNIT-I

2. What is advertising and why it is called means of communication? Explain the objectives of advertisements.
3. Explain the different types of advertising. What kind of decisions has been taken by the promoter regarding advertising?

UNIT-II

4. Discuss the media planning and Scheduling. How advertising budget are framed by the companies?
5. How we can check the advertising effectiveness? Explain the pre and post testing techniques.

UNIT-III

6. What is sales management? Discuss the evolution and emerging trends in sales management.
7. What kind of qualities are required in sales executives? Write down the functions and responsibilities of sales managers.

UNIT-IV

8. What are the different methods of recruitment and selections of sales personnel? Which one is more suitable for the MNCs?
9. How we can define the sales territories? Discuss the role of Information technology in sales management.