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Total No. of Questions: 09

Total No. of Pages: 02

**BBA/Bachelor in Service Industry Management (SIM) (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. **UNIT I, II, III & IV** contains **EIGHT** questions carrying **TEN** marks each and students have to attempt any **ONE** questions from each unit.

**SECTION A**

1.
  - a) Discuss different components of message structures.
  - b) Outline a generic advertisement layout.
  - c) Discuss types of media scheduling.
  - d) What is media testing?
  - e) Discuss ethical issues in advertising.
  - f) What is a sales audit?
  - g) Discuss various Motivation tools for salespersonnel
  - h) What is Preparation of sales budget?
  - i) Outline various sales strategies.
  - j) Outline role of IT in sales management.

**SECTION B**

**UNIT I**

2. Outline the communication process and discuss how advertising is a means for fulfilling this process? Discuss various schools of thought for setting advertising objectives,
3. Discuss in detail different types of advertising.

**UNIT II**

4. Discuss various methods of setting advertising budget.
5. Discuss various methodologies for testing advertising effectiveness. Which is best for testing pre and post advertising effectiveness?

### **UNIT III**

6. What is importance of sales management in marketing process? Discuss emerging trends in sales management.
7. Write short notes on following:
  - I. Personal selling process
  - II. Functions of a sales executive

### **UNIT IV**

8. A sales manager in his territory plays a very critical role in the employment of his sales force. Discuss the process the sales manager should follow in employing his sales people in his territory.
9. Training and compensation of the salespeople may act as motivational to the salespeople. Discuss.