

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 16-12-2022

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

1. Write briefly :

- a. What do we mean by an advertising layout?
- b. Explain the concept of digital marketing.
- c. What are ethical aspects of advertising?
- d. State any two objectives of advertising agencies.
- e. Define advertising budget.
- f. Define sales management.
- g. What is personal selling?
- h. What are the different stages of selling process?
- i. How to keep sales personnel motivated?
- j. Define sales territory.

SECTION-B

UNIT-I

2. Discuss different ingredients of advertising copy. Give examples of some creative copy strategies.
3. Explain legal, ethical and social aspects of advertising.

UNIT-II

4. Why is it important to measure advertising effectiveness? Discuss pre and post advertising measures to evaluate effectiveness.
5. Explain the role and types of advertising agencies.

UNIT-III

6. Explain the functions and various departments of advertising agencies.
7. What is advertising budget? Why is it important to prepare a budget?

UNIT-IV

8. Write notes on recruitment and selection of sales force.
9. Discuss various components of compensation of sales force. What is a sales audit? What is the process of conducting a sales audit?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.