

Roll No.

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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 : 02-12-2023

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) Define media scheduling.
 - b) What are the ethical aspects of advertising?
 - c) Define Sales budget.
 - d) State the objectives of advertisement.
 - e) Any two qualities of a good sales executive.
 - f) Discuss social issues in advertising.
 - g) Highlight the difference between sales promotion and personal selling.
 - h) What do you mean by sales force motivation?
 - i) What is a sales audit?
 - j) Define advertising agency.

SECTION-B

UNIT-I

2. What do you mean by copywriting? Explain the different elements of copywriting and layout.
3. *"Advertising should follow certain norms of ethics and social responsibility - while advertising products and services"*. Comment.

UNIT-II

4. Discuss various methodologies for testing advertising effectiveness. Which is best for testing pre- and post-advertising effectiveness?
5. What is an advertising budget? Discuss approaches and procedures for determining the size of the advertising budgets.

UNIT-III

6. Explain the process of personal selling in detail with the help of examples.
7. **Write short notes on the following :**
 - a) Emerging trends in sales management
 - b) Qualities of good sales executive .

UNIT-IV

8. What do you mean by sales quota? Explain the different types of quotas.
9. **Write short notes on the following :**
 - a) Role of information technology in sales management.
 - b) Process of conducting 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.