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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 : 12-12-2024

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. Explain the following :

- a) What do you mean by Advertising Copy?
- b) Types of Advertising Agencies.
- c) Different forms of advertisement.
- d) Emerging trends in sales management.
- e) Sources of recruiting sales force.
- f) What are the objectives of preparing the sales quota?
- g) What do you mean by Sales Budget?
- h) Role of sales manager.
- i) Importance of an Advertising Budget.
- j) Elements of compensation plan for sales force.

SECTION-B

UNIT-I

2. *"Money spent on advertising is not a wasteful expenditure"*. Critically examine the role and importance of advertisement in light of this statement.
3. Explain the importance of layout in advertising design. Also, Discuss the type of creative copy strategies in advertising.

UNIT-II

4. **Write a note on the following :**
 - a) Role of advertising agencies in media planning
 - b) Various departments of an advertising agency.
5. Why is it important to measure advertising effectiveness? Discuss various pre and post measures to evaluate advertising effectiveness.

UNIT-III

6. Define the term sales management and discuss its importance and scope. Also explain different strategies for effective sales management?
7. Define personal selling. Briefly explain the process of personal selling with the help of suitable examples.

UNIT-IV

8. What is sales territory? Discuss the important factors affecting the allocation of sales territory.
9.
 - a) Discuss the importance and objectives of training the sales force.
 - b) Explain the role of information technology in sales management with the help of suitable illustrations.

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.