

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 : 28-06-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-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. Enlist the different forms of advertisements.
 - b. Define Sales Quotas.
 - c. What do you mean by copy layout?
 - d. Discuss different components of message structures.
 - e. What is the role of sales territory?
 - f. What is meant by advertising budget?
 - g. Discuss social issues in advertising.
 - h. What are the merits of direct advertising?
 - i. What are creative strategies for copywriting?
 - j. What is an advertising campaign?

SECTION - B

UNIT - I

2. Define advertising. Discuss the role and various forms of advertisements with the help of examples.
3. What is Ad creation? Explain the essentials of a good advertising layout.

UNIT - II

4. What do you mean by advertising effectiveness? Explain the methods of measuring advertising effectiveness.
5. Explain advertising agencies and what the different types of advertising agencies are?

UNIT - III

6. **Write short notes on the following :**
 - a. Personal selling process
 - b. Role & skills of sales manager
7. Define the term 'Sales Management'. Discuss the scope and emerging trends in sales management.

UNIT - IV

8. What is the importance of sales force management? Explain the process of recruitment and selection of a sales force.
9. What do you understand by sales territories? Explain the advantage of the allocation of territories.

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.