

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 :24-11-2025

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) Write a note on print advertising.
- b) Define sales Quota.
- c) What do you mean by advertisement layout?
- d) Outline the different components of message structures.
- e) Write down the role of sales managers.
- f) What do you mean by digital marketing?
- g) What do you mean by media planning?
- h) What do you mean by an in-house advertisement agency?
- i) Write a short note on the sales audit.
- j) Write a note on the pre-testing of the advertisement.

SECTION - B

UNIT - I

2. Define advertisement. Discuss the various forms of advertisement with the help of suitable examples.
3. Explain in detail the social, ethical, and legal aspects of advertising with the help of examples.

UNIT - II

4. What do you mean by media planning? Discuss the role of advertising agencies and the various departments of advertising agencies.
5. Why is it important to measure advertising effectiveness? Discuss pre and post-measures to evaluate effectiveness.

UNIT - III

6. What do you mean by sales management? Discuss the scope and emerging trends in sales management.
7. What do you mean by the personal selling? Explain the steps involved in the Personal selling process.

UNIT - IV

8. **Write a note on :**
 - a) Sales Territories
 - b) Sales budget
9. What do you mean by sales force management? Discuss the role of information technology in sales management.

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.