

Roll No.

Total No. of Pages : 02

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**BBA (2013 to 2017)/ B.SIM (2014 & Onwards) (Sem.-5)**

**ADVERTISING AND SALES MANAGEMENT**

Subject Code : BBA-503

M.Code : 72065

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. Explain the following :

- a. Communication
- b. Sales Management
- c. Pre and post testing
- d. Scheduling
- e. Sales executive
- f. Personal selling
- g. Recruitment
- h. Training
- i. Sales strategies
- j. Sales budgets

**SECTION-B**

**UNIT-I**

2. Define advertising. What are the various types of advertising?
3. Explain the relevance of art and layout in the field of advertising.

**UNIT-II**

4. What are the social, ethical and legal aspects of advertising?
5. How can advertising effectiveness be measured? What is the need to measure the advertising effectiveness?

**UNIT-III**

6. What is the difference between selling and marketing?
7. Explain the process of personal selling in detail.

**UNIT-IV**

8. Explain the recruitment and selection process of sales person in detail.
9. What is the role of information technology in sales management?

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