

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BBA (2014 to 2017) (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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

Explain the following :

1. Communication
2. Advertising
3. Pre and post testing
4. Scheduling
5. Sales executive
6. Personal selling
7. Recruitment
8. Training
9. Sales strategies
10. Sales budgets

SECTION-B

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

17. Explain the recruitment and selection process of sales person in detail.
18. 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.