

FACULTY OF LAW

Code No. 15282

BBA LL.B. (5 YDC) II – Year IV – Semester Examination, July / August 2019

Subject: LAW

Paper – III

Advertising and Salesmanship

Time: 3 Hours

Max.Marks: 80

PART – A (5x5 = 30 Marks)

Answer any Five of the following.

- ✓ 1 Advertising Objectives
- ✓ 2 Advertising Layout
- ✓ 3 Ad Agency Ethics
- 4 Captions attract first sight comment
- 5 Process of Salesmanship
- 6 Retail Audit
- ✓ 7 Direct Marketing Methods
- ✓ 8 Motivation to Sales force

PART – B (4x12½ = 50 Marks)

Answer any Four of the following.

- ✓ 9 What is Advertising? Explain advertising life cycle
- ✓ 10 Write the merits and demerits of Newspaper Advertising
- 11 "Ad Agencies are creative institutions" – Discuss
- ✓ 12 Write in detail elements of Advertising
- ✓ 13 What is Salesmanship? Explain its importance
- 14 "Direct Marketing is effective for technical products" – Discuss
- ✓ 15 Write a note on qualities of a good salesman
- 16 "Sales promotion gives incentive while advertisement gives information" – Discuss