

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-503

Paper ID : [A3132]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-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 short notes on the following :

- a. Advertising Art
- b. Advertising Budget
- c. Advertising effectiveness
- d. Ethical advertisement
- e. Sales Audits
- f. Sales Quota
- g. Post-testing
- h. Sales promotion
- i. Sales Management
- j. Sales forecasting

SECTION-B

UNIT-I

2. Why advertisement is called means of communication? Discuss the objectives of advertisements.
3. Why different types of advertisements are required? What kind of decisions has been taken by the promoter regarding advertising?

UNIT-II

4. Why media planning and Scheduling is important? How advertising budget are framed by the companies?
5. How companies can check the advertising effectiveness? Explain the pre and post testing techniques.

UNIT-III

6. What is sales management? How selling is different from marketing explain it with suitable examples.
7. What kind of qualities are required in sales executives? Write down the functions and responsibilities of sales mangers.

UNIT-IV

8. Discuss the ways of recruitment and selections of sales personnel? Which one is more suitable for the MNCs?
9. How we can define the sales territories and quotas? Discuss the role of Sales Audits in sales management.