

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 Batch) (Sem.-5)
ADVERTISING & 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 briefly :

- a) Define Advertising.
- b) What is meant by Personal Selling?
- c) What is meant by Spot Advertising?
- d) Briefly explain Media Scheduling?
- e) Write a short note on Sales Audit.
- f) Write a short note on Advertising Standards Council of India.
- g) What are Advertising Goals?
- h) Briefly discuss the functions of Sales Management.
- i) Why is motivation of sales force necessary?
- j) What is meant by Creative Strategy?

SECTION - B

UNIT - I

2. Illustrate the creative strategy behind any TV advertisement of your choice.
3. '*Outdoor advertising is the oldest form of advertising*'. How do you think outdoor advertising is relevant in today's times?

UNIT-II

4. Explain the various tests used in measuring the advertising effectiveness.
5. Who prepares the budget for an advertising campaign? What are the various elements in an advertising which the budget has to be made?

UNIT - III

6. As a sales manager of a consumer product company, how will you set your sales objectives?
7. Write a note on the following two stages of the selling process - pre approach to sales presentation and sales presentation.

UNIT - IV

8. Explain the various methods used in estimating the size of a sales territory.
9. Write a detailed note on role of information technology in sales management.