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**Total No. of Pages: 02**  
**Total No. of Questions: 09**

**BBA (Sem.-5<sup>th</sup>)**  
**ADVERTISING AND SALES MANAGEMENT**

**Subject Code: BBA-503**

**Paper ID: [A3132]**

**Time: 3 Hrs.**

**Max. Marks: 60**

**INSTRUCTIONS TO CANDIDATE:**

- 1) *Section A is compulsory*
- 2) *Attempt any One question from each Unit in Section-B.*

**SECTION –A**

(10×2=20)

1.
  - a) Define advertising.
  - b) What do you meant by advertising copy?
  - c) Define Advertising budget.
  - d) State the role of advertising agencies.
  - e) What is sales management?
  - f) Give the difference of selling and marketing.
  - g) What are sales budgets?
  - h) Define personal selling.
  - i) Motivation of Sales personnel.

**SECTION-B**

(4×10=40)

**Unit-I**

2. Explain the role of advertising as a means of communication for effective selling.
3. Discuss the stages in the structuring of advertising copy.

**Unit-II**

4. Discuss the role and functions of advertising agencies.
5. Describe the ethical and legal aspect of advertising.

### **Unit-III**

6. Discuss the emerging trends in sales management.
7. Explain the steps involved in Personal selling process.

### **Unit-IV**

8. What do you mean by sales force management? Explain the components of sales force management.
9. Describe the role of information technology in sales management.

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