

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 18

BBA (Sem.-5)
ADVERTISING AND SALES MANAGEMENT
Subject Code : BBA-512-18
M.Code : 78198

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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

Write briefly :

- 1) What are the various types of advertising layouts?
- 2) What is advertising copy?
- 3) Name some top companies who spend heavily on advertisements and how it is helping the companies?
- 4) Explain the role of advertising agencies.
- 5) What are the advantages of preparing an advertising budget?
- 6) What are the functions of a sales manager?
- 7) Explain the nature of sales management.
- 8) Explain sources of sales force recruitment.
- 9) What is the objective of preparing sales quotas?
- 10) What are some of the components of sales strategies?

SECTION-B

UNIT-I

- 11) What is the legal and social role of advertising? To what extent do you approve to these roles.
- 12) Define and explain Digital marketing. Explain how digital marketing is beneficial in today's era.

UNIT-II

- 13) "Measuring advertisement effectiveness is nothing but measuring advertisement results" Discuss the statement in detail.
- 14) Explain advertising agency. Describe its functions and various departments.

UNIT-III

- 15) Explain the nature and importance of sales management. Discuss some latest trends in sales management.
- 16) What is the role of sales managers? State various qualities required to become a successful sales executive.

UNIT-IV

- 17) Discuss the objectives of sales training. Describe the factors influencing the motivation of sales force giving suitable examples.
- 18) Explain the nature and importance of preparing sales budgets. What are the different types of sales budgets?

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.