

**Exam. Code : 105405**

**Subject Code : 1427**

**Bachelor in Business Administration (BBA) 5th Sem.  
BBA-512 ADVERTISING & SALES MANAGEMENT**

**Paper : Group-A**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—**Section A contains 12 very short answer questions. Attempt any 10. Each question carries 1 mark. Section B contains 4 questions. Attempt any 2 questions. Each carries 10 marks. Section C contains 4 questions. Attempt any 2 questions. Each carries 10 marks.

**SECTION—A**

1. (a) Selling Vs Marketing
- (b) Define copy testing
- (c) Centralized Sales Organisation
- (d) Marketing Mix
- (e) Define Sales Force performance
- (f) Copy layout
- (g) Advertising Budget
- (h) Disadvantages of Broadcast Media
- (i) Training Vs Development

- (j) Nature of advertising
- (k) Role of Advertising Agency
- (l) Relevance of aptitude test in selection.

### SECTION—B

- 2. Explain the legal and economic aspects of advertising in detail.
- 3. Discuss the nature and evolution of advertising.
- 4. Explain the role of various types of media in advertising.
- 5. Explain the various elements of advertising mix.

### SECTION—C

- 6. Explain the nature and importance of sales management.
- 7. Explain the process of selection in detail.
- 8. Discuss the objectives of sales training. Also, explain the process of designing a sales training programme.
- 9. Discuss in detail the elements of Job description.