

Exam. Code : 105405

Subject Code : 1508

BBA 5th Semester

BBA-512 : ADVERTISING & SALES MANAGEMENT

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— (1) Attempt any *ten* questions out of *twelve* in Section-A. Each question is of 1 mark.

(2) Attempt any *two* questions out of *four* in Section-B. Each question carries 10 marks.

(3) Attempt any *two* questions out of *four* in Section-C. Each question carries 10 marks.

SECTION—A

1. (a) Advertising vs Advertisement.
- (b) Define broadcast media.
- (c) Copy Layout.
- (d) Components of job description.
- (e) Compensation plan.
- (f) Differentiate between recruitment and selection of sales force.
- (g) Components of marketing mix.
- (h) Informal sales organization.
- (i) Functions of sales manager.
- (j) Advertising budget.
- (k) Objectives of sales force training.
- (l) Role of advertising agencies.

SECTION—B

2. Discuss the various types of media in advertising. Also explain their advantages in brief.
3. Explain the communication process in advertising.
4. Explain the different elements of copy writing in detail.
5. Discuss the nature and evolution of advertising.

SECTION—C

6. Explain the various methods of evaluation of sales force performance.
7. Discuss the various pre-requisites of designing a sales force training programme.
8. Explain the various internal sources of recruitment.
9. Discuss the various factors influencing the motivation of sales force.