

Exam. Code : 105405

Subject Code : 1401

Bachelor in Business Administration (BBA) 5th Semester

BBA-512 : ADVERTISING & SALES MANAGEMENT

Group—A

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt *five* questions in all, selecting at least *one* question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Define advertising. What are the various types of advertising ?
2. Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign.

SECTION—B

3. What do we mean by copy writing ? Explain the different elements of a copy writing and layout.
4. Explain the role of various types of media in advertising.

SECTION—C

5. Explain the recruitment and selecting process of sales person in detail.
6. Define the following :
 - (a) Job Specification
 - (b) Job Description.

SECTION—D

7. Explain in detail the objectives and designing a sales training programme.
8. Describe the factor influencing the motivation of sales force giving examples.