

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?

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Roll No. _____
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BBA (Sem.-5)
ADVERTISING AND SALES MANAGEMENT
Subject Code : BBA-512-18
M.Code : 78198
Date of Examination : 02-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Write briefly :

- a) Define media scheduling.
- b) What are the ethical aspects of advertising?
- c) Define Sales budget.
- d) State the objectives of advertisement.
- e) Any two qualities of a good sales executive.
- f) Discuss social issues in advertising.
- g) Highlight the difference between sales promotion and personal selling.
- h) What do you mean by sales force motivation?
- i) What is a sales audit?
- j) Define advertising agency.

SECTION-B

UNIT-I

2. What do you mean by copywriting? Explain the different elements of copywriting and layout.
3. "Advertising should follow certain norms of ethics and social responsibility - while advertising products and services" Comment.

UNIT-II

4. Discuss various methodologies for testing advertising effectiveness. Which is best for testing pre- and post-advertising effectiveness?
5. What is an advertising budget? Discuss approaches and procedures for determining the size of the advertising budgets.

UNIT-III

6. Explain the process of personal selling in detail with the help of examples.
7. Write short notes on the following :
 - a) Emerging trends in sales management
 - b) Qualities of good sales executive

UNIT-IV

8. What do you mean by sales quota? Explain the different types of quotas.
9. Write short notes on the following :
 - a) Role of information technology in sales management
 - b) Process of conducting sales audit

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BBA (Sem.-5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 26-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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

1. Write briefly :
 - a) Write notes on Outdoor Advertising.
 - b) Define Sales Management.
 - c) Define sales territories.
 - d) What do you mean by advertising design?
 - e) Write down the skills of sales managers.
 - f) What do you mean by digital marketing?
 - g) What do you mean by media vehicle?
 - h) What do you mean by advertising strategies?
 - i) Write a short note on the sales Audit.
 - j) Write a note on media scheduling.

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SECTION-B

UNIT-I

2. Why advertisement is called a means of communication? Discuss the objectives and importance of advertisements.
3. What do you mean by advertising copy? Explain the relevance of art and layout in the field of advertising.

UNIT-II

4. What do you mean by advertising agency? Discuss the functions and types of advertising agencies.
5. How can advertising effectiveness be measured? What is the need to measure advertising effectiveness?

UNIT-III

6. Write short notes on the following :
 - a) Importance of Sales Management.
 - b) Qualities of good Sales Personnel.
7. What do you mean by the personal selling? Discuss the process of personal selling.

UNIT-IV

8. Discuss the recruitment and selection process of the sales force in MNC.
9. What do you mean by Sales Budget? Discuss the importance of sales budgets and sales audits in sales management.

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21 M-78198

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BBA (Sem.-5)
ADVERTISING AND SALES MANAGEMENT
Subject Code : BBA-512-18
M.Code : 78198
Date of Examination : 12-12-2024

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Explain the following :

- a) What do you mean by Advertising Copy?
- b) Types of Advertising Agencies.
- c) Different forms of advertisement.
- d) Emerging trends in sales management.
- e) Sources of recruiting sales force.
- f) What are the objectives of preparing the sales quota?
- g) What do you mean by Sales Budget?
- h) Role of sales manager.
- i) Importance of an Advertising Budget.
- j) Elements of compensation plan for sales force.

SECTION-B

UNIT-I

2. "Money spent on advertising is not a wasteful expenditure". Critically examine the role and importance of advertisement in light of this statement.
3. Explain the importance of layout in advertising design. Also, Discuss the type of creative copy strategies in advertising.

UNIT-II

4. Write a note on the following :

- a) Role of advertising agencies in media planning
- b) Various departments of an advertising agency.
5. Why is it important to measure advertising effectiveness? Discuss various pre and post measures to evaluate advertising effectiveness.

UNIT-III

6. Define the term sales management and discuss its importance and scope. Also explain different strategies for effective sales management?
7. Define personal selling. Briefly explain the process of personal selling with the help of suitable examples.

UNIT-IV

8. What is sales territory? Discuss the important factors affecting the allocation of sales territory.
9. a) Discuss the importance and objectives of training the sales force.
b) Explain the role of information technology in sales management with the help of suitable illustrations.

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