

Roll No. 

Total No. of Pages : 2

Total No. of Questions : 07

BBA (Sem.-5)

**ADVERTISING AND SALES MANAGEMENT**

Subject Code : BB-503

Paper ID : [C0226]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A**

1. Write briefly :

- a. What is marketing communication ?
- b. What are objectives of advertising?
- c. Differentiate between advertisement and publicity.
- d. What are various components of advertising ?
- e. Types of outdoor advertising. Discuss.
- f. List down various testing techniques of advertising effectiveness.
- g. What is closing of sales ?
- h. What is personal selling ?
- i. What is B to B selling ?
- j. What are the disadvantages of Exchange and Buyback offers ?

**SECTION-B**

2. You as a marketer, what different factors would keep in mind while deciding the choice of advertising media and why?
3. What are the strategies involved in copywriting ?
4. What do you understand by Media Planning ? Explain the different sources of information under Media Planning.
5. Define Price deals. How it will affect the decision of the consumer?
6. In these days what are the social implications of advertising ?
7. Discuss various functions of sales force management.