

**Exam. Code : 105405**

**Subject Code : 1426**

**Bachelor in Business Administration (BBA)**

**5<sup>th</sup> Semester**

**ADVERTISING & SALES MANAGEMENT**

**Paper-Group-A BBA-512**

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— Section A contains 12 very short answer type 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) Define Advertising.
- (b) Define copywriting.
- (c) Vertical Sales organisation.
- (d) Advertising Mix.
- (e) Define Sales Force Performance.
- (f) Four P's of marketing mix.
- (g) Advertising Budget.
- (h) Disadvantages of Broadcast media.

- (i) Training Vs Development.
- (j) Nature of advertising.
- (k) Recruitment Vs Selection.
- (l) Sales Force Control.

**SECTION-B**

2. Explain the various types of advertising along with their advantages.
3. Discuss the various methods and preparation process of advertising budget.
4. Explain the various types of media along with their disadvantages.
5. Explain the various elements of copywriting in detail.

**SECTION-C**

6. Explain the various Quantitative bases to evaluate Sales Budget.
7. Explain the various internal and external sources of recruitment.
8. Discuss the various factors which influence motivation of sales force.
9. Discuss in detail the elements of Job analysis.