

Exam. Code : 105405

Subject Code : 1427

Bachelor in Business Administration (BBA) 5th Sem.
BBA-512 ADVERTISING & SALES MANAGEMENT

Paper : Group-A

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—Section A contains 12 very short answer 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) Selling Vs Marketing
- (b) Define copy testing
- (c) Centralized Sales Organisation
- (d) Marketing Mix
- (e) Define Sales Force performance
- (f) Copy layout
- (g) Advertising Budget
- (h) Disadvantages of Broadcast Media
- (i) Training Vs Development

(j) Nature of advertising

(k) Role of Advertising Agency

(l) Relevance of aptitude test in selection.

SECTION—B

2. Explain the legal and economic aspects of advertising in detail.
3. Discuss the nature and evolution of advertising.
4. Explain the role of various types of media in advertising.
5. Explain the various elements of advertising mix.

SECTION—C

6. Explain the nature and importance of sales management.
7. Explain the process of selection in detail.
8. Discuss the objectives of sales training. Also, explain the process of designing a sales training programme.
9. Discuss in detail the elements of Job description.