

Exam. Code : 105405  
Subject Code : 1398

Bachelor in Business Administration (B.B.A.) 5<sup>th</sup> Semester  
ADVERTISING & SALES MANAGEMENT

Group—A

Paper : BBA-512

Time Allowed—3 Hours] [Maximum Marks—50

Note :—There are **EIGHT** questions. Candidates are required to attempt any **FIVE** questions. All questions carry equal marks.

**SECTION—A**

1. Define Advertising. Discuss the functions and role of advertising.
2. What is meant by Advertising Budget ? Elaborate the preparation and methods of advertising budget.

**SECTION—B**

3. What are the functions of Advertising Agency ? What are the various ways of paying compensation to advertising agency ?
4. Define Advertising Media. Explain different types of media and also explain their functions and limitations.

**SECTION—C**

5. Define Sales Management. Discuss the nature, role and importance of sales management.
6. What is meant by Recruitment ? Explain the various sources of recruitment.

**SECTION—D**

7. State objectives of Sales Training. What are the various methods of training sales people ?
8. Define Compensation. Explain various types of compensation plans.