

**BBA Semester—V**

**ADVERTISING AND SALES MANAGEMENT**

**Paper—BBA-512**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—**The question paper is divided into 3 Sections. Answer any **TEN** questions out of **12** in Section A. Each question carries **1** mark. Answer any **TWO** questions from Section B and any **TWO** questions from Section C. Each question carries **10** marks.

**SECTION—A**

1. (a) Explain the evolution of advertising.
- (b) What is the function of advertising ?
- (c) Explain social advertising.
- (d) What is the objective of preparing an advertising budget ?
- (e) Explain any one method of compensating and advertising agency.
- (f) What do we mean by a media vehicle ?
- (g) Explain the nature of sales management.

- (h) What do we mean by a vertical sales organization ?
- (i) Explain any one source of sales recruitment.
- (j) Describe any one method of compensating the sales staff.
- (k) What do you mean by job specification ?
- (l) What is the nature of sales force motivation ?

**SECTION—B**

2. Describe advertising as a function of marketing mix.
3. Distinguish between economic and legal aspects of advertising.
4. What do we mean by copy-writing ? Explain the different elements of a copy and layout.
5. Explain the various functions, merits and types of advertising media. <http://www.gnduonline.com>

**SECTION—C**

6. Distinguish amongst centralized, de-centralized, geographic and customer sales organization.
7. Describe in detail the selection process of a sales person.
8. Describe the factors influencing the motivation of sales force giving examples.
9. Explain in detail the objective and designing of a sales training programme.