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BBABMC 366/BBMBMC 366

**Credit Based Sixth Semester B.B.A./B.B.M. Degree Examination,
September/October 2020
(2012 Scheme)
MARKETING MANAGEMENT
Paper – II : Elective - Advertising and Sales Management**

Time : 3 Hours

Max. Marks : 120

SECTION – A

1. Answer **any ten** questions from the following in **2-3** sentences **each**. (10×2=20)
- Define advertising.
 - What is sales territory ?
 - Write the meaning of outdoor advertising.
 - What do you mean by sales organisation ?
 - Expand AIDA in advertising.
 - What is public service advertising ?
 - State any two objectives of sales forecasting.
 - What do you mean by advertisement layout ?
 - Write any two differences between advertisement and publicity.
 - What is humorous appeal in advertising ?
 - What is sales management ?
 - What do you mean by prime time ?

SECTION – B

Answer **any five** questions from the following in **not more than two** pages **each**.
(5×8=40)

- Write the objectives of advertising.
- What are the functions of sales organisation ?



4. Write the essential features of sound remuneration plan.
5. What are the factors determining allocation of advertising budget ?
6. Write the contents of a good training programme to the salesman.
7. Write a note on ethics in advertising.
8. What is the need to motivate the salesman ?

SECTION – C

Answer the following questions in **not** more than **6** pages **each**.

(3×20=60)

9. Evaluate different forms of outdoor advertising with its merits and demerits.

OR

Explain different methods of training salesman.

10. Analyse different methods of measuring effectiveness of advertising.

OR

Evaluate the qualities of a successful salesman.

11. a) What are the factors to be considered while selecting an advertising agency ? **10**

b) Case study.

TATA Motors which is famous for manufacture and sale of commercial vehicles has, recently launched its 'TATA BOLT' a private passenger vehicle unlike its Indica and Indigo, TATA Motors wishes to project it as only private passenger vehicle for a middle class family. Its Indica and Indigo even though have established good market share as commercial vehicles, have failed in the segment of private cars.

- a) Suggest a suitable promotion strategy for the company's product. **5**
- b) Is it advisable for the company to concentrate on only one segment ? Why ? **5**