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BBMBMC 366

**Credit Based VI Semester B.B.M. Degree Examination, April/May 2018
(2012 Scheme)**

**MARKETING MANAGEMENT (Paper – II) (Elective)
Advertising and Sales Management**

Time : 3 Hours

Max. Marks : 120

Instructions : A single answer booklet containing **40** pages will be issued.
No additional sheets will be issued.

**SECTION – A
(2 marks each)**

1. Answer **any ten** questions from the following in **two** or **three** sentences : **(2×10=20)**
- What is 'Institutional Advertising' ?
 - What is outdoor advertising ?
 - Give the meaning of sales forecasting.
 - Who are sandwichmen ?
 - What is ASCI ?
 - Who is a pioneering salesman ?
 - What are sales territories ?
 - State any two methods of controlling salesman.
 - What is meant by client turnover ?
 - What is a fear appeal ?
 - Who is an 'account executive' in the advertising agency ?
 - Who is a 'prospect' in personal selling process ?

**SECTION – B
(8 marks each)**

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

2. Explain the different factors determining allocation of advertising budget.

P.T.O.



3. What are the essentials of a good advertisement copy ?
4. Explain the different ways of remunerating advertising agencies.
5. What is pre-testing ? What are the different methods of pre-testing advertising copy ?
6. What is sales organisation ? What are the functions of sales organisation ?
7. What are the merits and demerits of direct advertising ?
8. Explain the different types of advertising agency.

SECTION – C
(20 marks each)

(20×3=60)

9. What are the different methods of allocation of advertising budget ?

OR

What is advertising media ? Explain the different forms of outdoor advertising with their relative merits and demerits.

10. What is the need to motivate salesman ? Explain the important methods of motivating salesman.

OR

What are the objectives of training salesman ? Explain the different methods of training salesman.

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

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- b) Case study :

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Tata Motors delivered 250 Tigor Electric Vehicles (EV) on 14 Dec. 2017 on the occasion of National Energy Conservation Day to state run Energy Efficiency Services Limited (EESL) as a part of their initiative to procure 10,000 electric vehicles.

Commenting on the occasion, Guenter Butschek, CEO and M.D, Tata Motors, said "This initiative of Government of India to procure electric vehicles is a bold step in terms of promoting green and sustainable transport solutions. We at Tata Motors are extremely proud to be the part of this project and are supportive of Government's transformational vision of auto electrification in India, with Tigor EV we have begun our journey in boosting e-mobility and will offer a full range of electric vehicles to Indian customers.



This tender has effectively paved way for connecting our aspirations in the e-mobility space with the vision of the Government.

The Tigor EV is a full electric, zero emission 'style back' that comes with a stunning, break-free and revolutionary design, set to build on the existing passenger vehicles portfolio of Tata Motors specific to the EESL order. The tigor EV will be delivered in three trim variants – Base, premium and high will be available in 'pearlescent white' colour with blue decals. Over the basic requirements of the tender, the Tigor EV, across the variants, would have FATC (Fully Automated AC) to provide maximum comfort to its occupants. Equiped with a single speed automatic transmission, the Tigor EV will also allow customers to enjoy the driving experience, maximised efficiency and seamless acceleration. The electric drive systems for the Tigor EV is developed and supplied by Electra EV-a company established to develop and supply electric drive systems for the automotive sector.

- 1) Suggest a suitable advertising campaign for the company which is committed to the Government vision for electric vehicles by 2030 to facilitate faster adoption of electric vehicles and to build a sustainable future India.
 - 2) What is your unique selling proposition ? Why ?
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