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BBABMC 366/BBMBMC 366

**Credit Based VI Semester B.B.A./B.B.M. Degree
Examination, September/October 2021
(2012 Scheme)**

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

Time : 3 Hours

Max. Marks : 120

Instruction : 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 **each**.
(10×2=20)
- Define publicity.
 - Who is a creative director ?
 - What is a rational appeal ?
 - What is an 'aided-recall test' ?
 - What are sales quotas ?
 - Who is a missionary salesman ?
 - What are Neon signs ?
 - What is an Expository copy ?
 - Give the meaning of "AIDA" model.
 - State two differences between advertising and publicity.
 - What is prime time ?
 - What is Reminder advertising ?

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SECTION – B (8 Marks Each)

Answer **any five** questions from the following in **not more than 2** pages **each**. **(5×8=40)**

- What is advertising layout ? What are the principles of advertising layout ?
- State the objectives of advertising.

P.T.O.



4. Explain the various steps in selling process.
5. What is sales forecasting ? What are the methods of sales forecasting ?
6. Explain the different methods of controlling salesman.
7. What are the reasons for client turnover ?
8. What is the importance of an sales organisation ?

SECTION – C (20 Marks Each)

Answer the following questions.

(3×20=60)

9. Define Advertising. Explain the benefits of advertising to various sections of society.

OR

What is advertising appropriation ? Explain the different methods of allocating advertising budget.

10. What are the contents of good training programme to the salesman ?

OR

Explain the important methods of remunerating salesman. Which method is most suitable and why ?

11. a) What are the essentials of a good advertisement copy ?
b) Case study.

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Mahindra Electric Mobility Limited, formerly known as the Reva Electric Car Company, is an Indian Company based in Bangalore. Involved in designing and manufacturing of compact electric vehicles. The Company's first vehicle was REVAi electric car available in 26 countries with more than 4,000 of its different versions sold world wide by mid March 2011. Reva was acquired by Indian conglomerate Mahindra and Mahindra in May 2010. After the acquisition, the Company launched the electric hatchback e20 in 2013. Today, the company sells electric vehicles in different segments the electric city smart hatchback e20 plus, the electric sedan e verito and electric commercial vehicles e supro (passenger and cargo).



In 2013, Mahindra REVA was selected as one of "the world's 50 most Innovative companies 2013" by Fast Company.

Mahindra Reva currently produces two versions of the REVAi, an urban electric Micro-car seating two adults and two children.

REVAi, equipped with lead-acid batteries, which has a normal range of 80 km per charge and a top speed 70 km/h.

REVA L-ion, equipped with Lithium-ion batteries which has higher acceleration and a nominal range of 120 km per charge.

The Mahindra e20, previously REVA NXR, is an urban electric car hatchback manufactured by the Mahindra Group.

The e20 is the REVA G-Wiz successor and was developed using REVA's Technology. The car has a lithium-ion battery pack that takes five hours for a full charge and with a weight of 830 kg delivers a range of 100 km and a top speed of 90 km/h.

- 1) Which is the suitable media to promote this product ? Why ?
- 2) What incentives May have to be offered by the Government to popularise the electric vehicles in the country ?

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