

Reg. No.

--	--	--	--	--	--	--	--	--	--



BBABMC 387

**Choice Based Credit System VI Semester B.B.A. Degree
Examination, September 2022
(2021 –2022 Batch Onwards)
MARKETING MANAGEMENT
(Specialisation Paper – II)
Advertising and Sales Management (Course – II)**

Time : 3 Hours

Max. Marks : 120

SECTION – A

Answer **any four** of the following questions. **6 marks each.**

(4×6=24)

1. Define advertising and state its objectives.
2. What are the merits of outdoor advertising ?
3. What are the reasons for testing advertising ?
4. What are the features of Salesmanship ?
5. What are the advantages of salesmanship to consumers ?
6. Write a note on Sales Territories and Sales Quota.
7. Distinguish between Advertising and Publicity.

SECTION – B

Answer **any four** of the following questions. **12 marks each.**

(4×12=48)

8. What are the differences between Advertising and Personal selling ?
9. Describe the essentials of a good advertisement copy.
10. Write a note on ethics in advertising.

P.T.O.



11. Explain the various types of advertising agency.
12. Describe the qualities of a successful salesman.
13. Explain the various types of sales planning.
14. What is pre-testing ? What are the methods of pre-testing of advertising ?

SECTION – C

Answer **any two** of the following questions. **24 marks each.**

(2×24=48)

15. What is meant by advertising budget ? Explain the factors influencing advertising budget decision.
16. Explain the various methods of remuneration plan of salesman.
17. Explain the methods of sales promotion used in India.
18. a) Explain the factors influencing media selection. 12
b) A colour TV manufacturer has problems of withdrawing the sales promotion schemes in terms of freebies which were offered after Covid-19 lockdown to boost sales. 12
 - i) Suggest how the schemes can be successfully withdrawn and still the image and sales are not badly affected.
 - ii) Explain with the example where sales promotion is considered to be undesirable.