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BBMBMC 366

Credit Based VI Semester B.B.M. Degree (Supplementary) Examination,
August/September 2015

(2012 Scheme)

MARKETING MANAGEMENT –
(Elective)

Advertising and Sales Management

Shri Dharmasthala Manjunatheshwara
College of Business Management Library
MANGALORE - 575 003

Time : 3 Hours

Max. Marks : 120

Instructions : 1) A single answer booklet containing **40** pages will be issued.
No additional sheets will be issued.

2) Section – **A** : Answer in **one** or **two** sentences **each**.

3) Section – **B** : Answer in **not** more than **two** pages **each**.

4) Section – **C** : Answer in **not** more than **six** pages **each**.

SECTION – A (2 marks each)

1. Answer **any ten** questions in **2** or **3** sentences **each** :

(2×10=20)

- Define 'publicity'.
- What is public service advertising ?
- Give the meaning of 'transit advertising'.
- What are fear appeals ?
- What is a full service ad-agency ?
- What is a sub-headline ?
- State any two objectives of sales forecasting.
- Give the meaning of 'client turnover'.
- What is sales forecasting ?
- What are sales contests ?
- Who is a missionary salesman ?
- What is E-mail advertising ?

P.T.O.



SECTION – B (8 marks each)

(5×8=40)

Answer any five questions :

2. State the objectives of advertising.
3. Explain the different methods of remunerating ad-agency.
4. What are the different techniques of sales forecasting ?
5. What are the contents of a good training program to the salesman ?
6. What are the factors to be considered while selecting an advertising media ?
7. What are the merits and demerits of direct mail advertising ?
8. Why there is a need to motivate the salesman ? Explain.

SECTION – C

Answer the following questions :

(20×3=60)

9. Explain the different methods of allocating advertising budget.

OR

What is an advertisement copy ? Explain the different types of advertisement copy.

10. What are the qualities of a successful salesman ?

OR

What is an advertising agency ? What are the functions performed by a full service advertising agency ?

11. a) What are the essentials of a good remuneration plan to salesman ? **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**