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**BBMBMC 366**

**Credit Based VI Semester B.B.M. Examination, May/June 2016  
(2012 Scheme)**

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

Time : 3 Hours

Max. Marks : 120

**SECTION – A**

**(2 marks each)**

1. Answer **any ten** questions from the following in **2-3** sentences **each** : (2×10=20)
- What is sales forecasting ?
  - Define sales organisation.
  - Who is missionary salesman ?
  - What is advertising ?
  - What is meant by communication effect research ?
  - What is meant by sales effect research ?
  - What are sales Quotas ?
  - What is AIDA model ?
  - What do you mean by consumer advertising ?
  - Who are sandwichmen ?
  - What do you mean by Neon Signs ?
  - What do you mean by transit advertising ?

**SECTION – B**

**(8 marks each)**

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

- Write a note on role of Electronic Media in Advertising.
- What are different types of advertising agency ?
- Define sales forecasting and explain various methods of sales forecasting.

P.T.O.



5. Explain the ethics in advertising.
6. Explain the importance of salesmanship.
7. What are the objectives of advertising ?
8. What are the differences between advertising and publicity ?

## SECTION – C

(20 marks each)

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

(20×3=60)

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

OR

Explain the different types of advertisement copy. What are the essentials of a good advertising copy ?

10. What is a full service Ad agency ? What are the functions performed by a full service ad agency ?

OR

Explain the benefits of advertising to various sections of the society.

11. a) What are the essentials of advertising layout ?

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b) **Case study.**

ABC Pvt. Ltd. has been diversified activities of business Lila textiles, chemicals, electronics and pharmaceuticals. Recently the company has decided to diversify its business into software field. Previously they marketed only physical goods, but now they decided to enter into service sector. It has decided to manufacture market software and travelling software in English and various regional languages of India.

- i) Suggest suitable advertising campaign for the product .
- ii) Which media do you recommend to promote the product of company ?  
Why ?

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