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BBABMC 387

**Choice Based Credit System VI Semester B.B.A. Degree Examination,
July/August 2023**

(2021 – 2022 Batch Onwards)

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

Time : 3 Hours

Max. Marks : 120

- Instructions :** 1) **Forty** pages single answer booklet will be provided.
2) **No** additional sheets are provided.

SECTION – A

Answer **any four** questions :

(4×6=24)

1. Define advertising and state its objective.
2. What are the merits of outdoor advertising ?
3. What are the functions of sales organisation ?
4. What is client turnover ?
5. What are the content of a good training programme to the salesmen ?
6. What are the essentials of a good advertising copy ?
7. Distinguish between advertising and publicity.



SECTION – B

Answer **any four** questions :

(4×12=48)

8. Explain the factors to be considered while selecting advertising media.
9. Explain the various types of advertising agency.



- 10. Explain different kinds of salesmanship.
- 11. What is advertising layout ? What are the principles of advertising layout ?
- 12. What are the reasons for client turnover ?
- 13. What is pre-testing ? What are the methods of pre-testing of advertising ?
- 14. Describe the functions of advertising.

SECTION – C

Answer **any two** of the following questions : (2×24=48)

- 15. What is meant by advertising budget ? Explain the factors influencing advertising budget decision.
- 16. Explain the qualities of a good salesman.
- 17. Explain the methods of sales promotions used in India.
- 18. Evaluate the different methods of compensating salesman.