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BBMBMC 366



**Credit Based Sixth Semester B.B.M. Degree
Examination, April/May 2017
(2012 Scheme)
MARKETING MANAGEMENT – II (Elective)
Advertising and Sales Management**

Time : 3 Hours

Max. Marks : 120

- Instructions :** 1) Section – A : Answer in **two** or **three** sentences **each**.
2) Section – B : Answer in **not more than two** pages **each**.
3) Section – C : Answer in **not more than six** pages **each**.

SECTION – A (2 marks each)

1. Answer **any ten** questions from the following in **two** or **three** sentences **each**: (2×10=20)
- Define publicity.
 - What is outdoor advertising ?
 - Write any two limitations of advertising.
 - What do you mean by advertising appropriation ?
 - Who is a creative director ?
 - What do you mean by prime time ?
 - What is a rational appeal ?
 - What is an "Inquiry Test" ?
 - What are sales territories ?
 - Who is a pioneering salesman ?
 - What are sales quotas ?
 - What do you mean by "Sales Management" ?

P.T.O.



SECTION – B (8 marks each)

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

2. What are the factors determining allocation of advertising budget ?
3. Write a note on advertising ethics.
4. What are the factors to be considered while selecting an advertising agency ?
5. Explain the different methods of agency compensation.
6. Describe the importance of sales organisation.
7. What are the essential features of sound remuneration plan ?
8. What are the different methods of controlling salesman ?

SECTION – C (20 marks each)

Answer the following questions in **not** more than **six** pages each : (20×3=60)

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

OR

Explain the different forms of outdoor advertising and evaluate its merits and demerits.

10. Explain the methods of measuring effectiveness of advertising.

OR

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

11. a) "A sales organisation is like a power station". Describe. 10
- b) ABC Pvt. Ltd. has been in diversified activities of business like textiles, chemicals, electronics and pharmaceuticals. Recently the company has decided to diversify its business into software field. Previously it was marketing only physical goods, but today it has decided to enter the service sector. It has decided to manufacture travelling software and market the software in English and other regional languages of India.
 - i) Suggest suitable advertising campaign for the product. 5
 - ii) Which media do you recommend to promote the company's product ?
Why ? 5