

Reg. No.

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



BBABMC 366/BBMBMC 366

**Credit Based VI Semester B.B.A./B.B.M. Degree
Examination, September 2022
(2012 Scheme)
MARKETING MANAGEMENT
Advertising and Sales Management**

Time : 3 Hours

Max. Marks : 120

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

SECTION – A (2 marks each)

1. Answer **any ten** questions from the following in **two** or **three** sentences **each**.
(10×2=20)
- Define advertising.
 - What is sales forecasting ?
 - Write an example for outdoor advertising.
 - What is meant by sales quotas ?
 - What is prime time ?
 - Write the meaning of humorous appeal in advertising.
 - What is sales management ?
 - Expand AIDA model in advertising.
 - What is meant by publicity ?
 - What is full service agency ?
 - Write an example of transit media.
 - What is meant by selling process ?

SECTION – B

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

- Explain the objectives of advertising.
- Write the essentials of advertisement copy.

P.T.O.



- 4. Why there is a need to motivate salesman ?
- 5. Differentiate between advertising and personal selling.
- 6. Write a note on ethics in advertising.
- 7. What are the functions of sales organization ?
- 8. Explain the importance of salesmanship.

SECTION – C

Answer the following questions.

(3×20=60)

- 9. Evaluate the methods of training salesman.

OR

Analyse the advantages and limitations of advertising.

- 10. Elucidate the different methods of allocating advertising budget.

OR

Identify the qualities of a good salesman.

- 11. a) What are the factors to be considered while selecting advertising media ? **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**