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**BBABMC 387**

**Choice Based Credit System VI Semester B.B.A. Degree  
Examination, September 2022  
(2021 –2022 Batch Onwards)  
MARKETING MANAGEMENT  
(Specialisation Paper – II)  
Advertising and Sales Management (Course – II)**

Time : 3 Hours

Max. Marks : 120

**SECTION – A**

Answer **any four** of the following questions. **6 marks each.**

**(4×6=24)**

1. Define advertising and state its objectives.
2. What are the merits of outdoor advertising ?
3. What are the reasons for testing advertising ?
4. What are the features of Salesmanship ?
5. What are the advantages of salesmanship to consumers ?
6. Write a note on Sales Territories and Sales Quota.
7. Distinguish between Advertising and Publicity.

**SECTION – B**

Answer **any four** of the following questions. **12 marks each.**

**(4×12=48)**

8. What are the differences between Advertising and Personal selling ?
9. Describe the essentials of a good advertisement copy.
10. Write a note on ethics in advertising.

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- 11. Explain the various types of advertising agency.
- 12. Describe the qualities of a successful salesman.
- 13. Explain the various types of sales planning.
- 14. What is pre-testing ? What are the methods of pre-testing of advertising ?

**SECTION – C**

Answer **any two** of the following questions. **24** marks **each**. **(2×24=48)**

- 15. What is meant by advertising budget ? Explain the factors influencing advertising budget decision.
- 16. Explain the various methods of remuneration plan of salesman.
- 17. Explain the methods of sales promotion used in India.
- 18. a) Explain the factors influencing media selection. **12**
  - b) A colour TV manufacturer has problems of withdrawing the sales promotion schemes in terms of freebies which were offered after Covid-19 lockdown to boost sales. **12**
    - i) Suggest how the schemes can be successfully withdrawn and still the image and sales are not badly affected.
    - ii) Explain with the example where sales promotion is considered to be undesirable.

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